



FLIPPED STUDIO “SUCCESSFUL INNOVATOR” - NOVA

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Sara- a personal sustainable stylist to build a better world



Sara Ibrahim, Italy

Sector: Design & Fashion

Position: Freelancer

About me

I am Sara, I am Italian but I have been living in London since January 2017. I am an experienced sustainable stylist, graduate of London School of Styling and a member of Ethical Influencers Network. My creations are based on the principles of sustainability, comfort and chicness. I strive to redesign my clients wardrobe habits, creating new from old outfits that reflect their personality and lifestyle. I also challenge them to rethink old potentially mindless shopping habits into something positive and joyful.

I moved to London in January 2017 from Palermo, Italy. I have been always a visionary, since I was a child. When I see a coat, I can already see what I can make out of it. I've always liked fashion



but living in London was the turning point. One of my first jobs here in London was to work in a second-hand shop, a sector that in UK has become a huge business. I liked this job so much. So, I decided to learn more about fashion and I attended the London School of Styling.

My way to the CCS and main achievements before the Pandemic



Photo: A personal styling session with Sara Ibrahim

Before the pandemic, my main achievement was attending the London School of Styling. For me it was an important experience that made me understand what I wanted to do with fashion. I didn't want to do fashion styling but I wanted to become a personal stylist who works with ordinary people and has direct contact with them, help them feel better, more comfortable and at ease with their outfits, giving at the same time a positive contribution to the environmental sustainability.

I became a personal stylist and now I work especially for women (age 30-45), I analyse their wardrobe and according to their needs, body proportions and shapes, I help them wear at

their best the clothes they already have, trying new combinations and styles, with no need for them to buy new clothes. I help them to accept their bodies and have a positive image of themselves. Being a sustainable stylist, I do not only work for my customers, but I also work for sustainable brands photoshoots, I prepare catalogues for photographers and I work also as a trainer. I teach youngsters how to transform an old t-shirt into a new fashionable one, without going shopping. I teach them how to be sustainable and the Z generation is very interested in this topic. Working with them is very motivating to me. I have started to work also with Italian students. With an Italian psychologist we arranged a masterclass on the way teenagers see themselves and how they relate to adults and other people. We want to help youngsters break stereotypes.



The challenges faced during the Pandemic and innovation solutions to overcome them

During the pandemic, my work suddenly stopped. All the appointments with my customers were cancelled. It was hard. So, I started to move my work online and I participated in several lives and online workshops. During these workshops, I also collaborated with psychologists and nutritionists having clear that ensuring human wellbeing requires a holistic approach, where a personal stylist collaborates with health professionals. Participating in these live workshops was very motivating and helped me show my work and spread the message that fashion is full of stereotypes and can be cruel; however, it can also be useful to people and to the environment when it is sustainable.

My job requires a lot of hard work, studies and trainings. You need to be updated on new sustainable brands, green washes and even on the national regulations in terms of sustainability.

After the pandemic, I had to be creative and use innovative tools to work. So, I have used online tools, such as Zoom, to work with my customers but now that things are improving, we're back to face-to-face appointments and I love it. Although I love face-to-face contact with people and with my customers, I am aware I need to use Instagram to promote my work.

“The Pandemic has helped raise awareness of fashion sustainability. As a woman and as a Sustainable Personal Stylist, I want to collaborate building a world where our clothes do not restrict us, but rather empower us.”

My future plans and aspirations for developing my career in CCS

I hope I will be always able to do my best, to be able to structure better my work and to improve my collaborations and work with my Italian colleagues. I also hope I will work more with mothers helping them improve their self- image and confidence and improve their relationships with their children too offering a more positive role model to them. A mother who has a positive relationship with herself will have a better relationship with her children too providing an example of physical acceptance of their healthy body.

My suggestion for those who wish to work in CCS

I recommend to those who wish to work in the creative and culture sector to be patient, to put a lot of devotion and determination in their work, to be strong and get ready to stand up again when things go wrong. There are good days and bad days but you need to go ahead. Even if it can hard some days, I want to do it, I want to do my best.



Sources:

- <https://www.instagram.com/simastylistlondon>
- www.simastylist.com
- <https://www.linkedin.com/in/sara-ibrahim-10b704195/>

Self-reflection questions

1. How reading about this story has inspired my career goals in CCS?
2. What have I learned from this story?
3. What I have learnt on how to overcome problems caused by unexpected situations, such as COVID-19 pandemic?
4. How will I use what I have learned in the future?

This good practice story is prepared by CESIE