

svetlana thébaut-fries

your personal stylist



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Svetlana ThÉbaut-Fries the former fashion editor, producer, and creative director on an array of different photoshoots and commercial projects for L'Oréal, LVMH, H&M, Uniqlo, Maje, Sandro, and more.





From a very young age, I have been mesmerized by the multifaceted nature of fashion. Watching my mum creating beautiful garments from scratch has given me a whole new perspective on the meaning of fashion as a whole. As my professional seamstress mother was slowly introducing me to the world of manufacturing, I quickly found myself excited to wear bespoke, tailored clothing. Throughout my teenage years, I was able to turn my craziest ideas into beautifully crafted garments soaked in self-expression.

As is to be expected, I have never been bored working with clothes, playing with intricate shapes, and diving into the alluring world of color theory. You can consider it as a long-term, highly committed relationship.

The journey has been a long, but beautiful one. I have been working in the fashion industry for over 10 years. From fashion editor, creative director, and producer of many photoshoots to commercial styling for a plethora of prominent labels including L'Oréal, LVMH, H&M, Uniqlo, Maje, Sandro, I found myself thrust into many prestigious positions.

In reality, I never planned to be a stylist until some of my business clients offered me a styling position in their photoshoots after our previously successful collaboration as a photo producer. I found myself thrust into uncharted territory, only to realize that this has been my passion all along!





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My goal is to ensure that you can have a memorable, personalized experience through the fun process of re-evaluating your style and discovering new aspects of yourself. Everything, after all, is about feeling and looking your best. It's something we all have deep down inside us, we might just need a bit of guidance to reach our full potential.

You see, fashion trends are in a constant rotation. I firmly believe that most of what we're looking for can be found on a resale market instead of constantly splurging on the new, fresh trends. It takes real understanding to be able to match every piece of clothing in an utterly cool way. So, let's explore the myriad of possibilities together. ★

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TRENDS MIGHT BE IN A
CONSTANT ROTATION, BUT
STYLE REMAINS ETERNAL.



CLOSET EDIT

Together we will put fun and practicality back in your closet by decluttering and organising your wardrobe. Get ready to re-evaluate your existing pieces, and build an arsenal filled with clothing you not only love but actually use.

- Let's tackle your closet, evaluate all your clothes, and determine which pieces deserve a spot in your wardrobe, dispose of the ones that don't make the cut & list the clothes that need to be tailored and consigned
- An expert, detailed assessment of your closet piece by piece
- The fun part: A collection of photos of your clothes, shoes, and accessories, styled in enviable combinations so you no longer "have nothing to wear"
- A detailed list of some additional capsule-wardrobe essentials to add to your closet that will serve you for years to come
- General, tried and true shopping tips that will keep your closet in-check

Free initial consultation +
CHF150/hour · CHF1000/session

[Learn more](#)

Shopping Assistance

Do you have a mini-archive of barely-touched clothing? Let's make sure that this won't happen again. I'll be your fitting room supervisor who won't let wrong or ill-fitting clothes sneak their way into your wardrobe.

Here's when you might need this service:

- You've successfully passed through our "closet edit" and you are ready to put the list of "wardrobe essentials"
- You are excited to rephrase your wardrobe with some new pieces
- You have that special occasion coming up and you need the perfect outfit to wow everyone
- You need some insider tips during your shopping spree
- You already have a wardrobe filled with beautiful pieces & you need some key options to integrate and create new fashionable outfits.

**no restrictions on brands or stores.*

Free initial consultation +
CHF150/hour

Personalised Outfit BOOK (*PDF)

Are you a serial outfit-repeater? Or maybe, you never have something to wear exactly when you need it? Improve the versatility, wearability, and longevity of your closet through a personalised digital catalog of everything you own, packed with pre-planned outfit ideas you've never thought of before.

- A digital file filled with photos of your pre-existing clothing, shoes, and accessories styled into an array of simple and intricate outfit combinations
- A list of wardrobe essentials that will elevate your existing collection and tie everything together

**the sole purpose of your personal look book is to help you feel comfortable getting dressed and confident in what you're wearing. Having outfits pre-selected for you takes all the guesswork out of your morning routine. With your guide in hand, you'll simply select an outfit and find the corresponding pieces in your closet. Putting great outfits together, using the clothing that's already hanging in your closet, has never been easier!*

Free initial consultation +
CHF500

[Learn more](#)

Online Closet Check-Up

Are you overwhelmed by clutter and/or disorganisation or simply prefer to DIY yourself to a practical wardrobe but need expert planning, guidance, and feedback? I've got you covered.

- Virtual Decluttering & Organising to evaluate the versatility of your clothing and determine the missing staples your collection needs to shine
- During our online session, we will list the pieces you need to keep, let go of, and add

Free initial consultation +
CHF150/hour

[Learn more](#)

Daily outfit check-up

Let's make it a daily thing!

- Get ready to up your styling game with daily checks of your outfits (up to 2 outfits per day), dependable tips on what to change. If your outfit is perfect, you will get a confirmation that you look fantastic as well!
- Simply send a photo of your daily outfit and receive the answer

**Is only available for clients have been through [Closet Edit](#) or [Online Closet Check-Up](#).*

Free initial consultation +
CHF150/week .
CHF500/month

[Learn more](#)

shopping lists

Are you prone to impulse shopping, or maybe you don't know where to start? Let's save time & money together with the ultimate cheat sheet of all the splurge-worthy deals and sales that deserve your attention. I will do all the investigation, all you have to do is claim the cool stuff.

[ALL SHOPPING LISTS](#)



winter 2021-2022



basic wardrobe

CLOSET EDIT

Together we will put fun and practicality back in your closet by decluttering and organising your wardrobe. Get ready to re-evaluate your existing pieces, and build an arsenal filled with clothing you not only love but actually use.

PREPARATION FOR THE VISIT:

Let's get to work! Before our arranged meet-up, please make sure that you've arranged your space and prepared your garderobe for the evaluation. All you need to do is carefully hang your clothes on a rail, divided by category (tops and t-shirts, blouses and shirts, blazers, trousers, skirts, etc). Lay your shoes and accessories on the floor or on the table.

WHAT'S INCLUDED:

- LET'S TACKLE YOUR CLOSET, EVALUATE ALL YOUR CLOTHES, AND DETERMINE WHICH PIECES DESERVE A SPOT IN YOUR WARDROBE, DISPOSE OF THE ONES THAT DON'T MAKE THE CUT & LIST THE CLOTHES THAT NEED TO BE TAILORED AND CONSIGNED

To kick things off, we will categorise your clothes, shoes, and accessories as “YES” or “NO”. That way we'll have a clear picture of all the pieces that deserve a spot in your wardrobe, and evaluate the quality of those who might not make the cut (wrong sizing, ill-fitted and more). For example, a certain fashion style might have great quality, however, it might not meet your size or flatter your body in the best way possible. It's a NO.

Following the same pattern, another piece might be vintage, but still extremely well-fitted. It's a YES.

Sure, your inventory might look a bit reduced at this point, but don't fret! That's just the beginning of your new, hyper-versatile closet.

- AN EXPERT, DETAILED ASSESSMENT OF YOUR CLOSET PIECE BY PIECE

We will have a deep-dive into your personal styling to evaluate whether or not the existing pieces match your aesthetic, personal style, and overall lifestyle. Everything should be cohesive and easy-to-match in order to have an arsenal filled with cool outfit combinations from day to night.

ONLINE CLOSET CHECK-UP

Are you overwhelmed by clutter and/or disorganisation or simply prefer to DIY yourself to a practical wardrobe but need expert planning, guidance, and feedback? I've got you covered.

WHAT'S INCLUDED:

- VIRTUAL DECLUTTERING & ORGANISING TO EVALUATE THE VERSATILITY OF YOUR CLOTHING AND DETERMINE THE MISSING STAPLES YOUR COLLECTION NEEDS TO SHINE

Let's just say that you will have no doubts about your everyday styling anymore. During our ZOOM-call session, we will list the pieces you need to keep, let go of, and add. To kick things off, we will check your closet for the much-needed basics that make a versatile wardrobe based on my curated list. It's time to really evaluate the pieces you own and determine which ones are cool, relevant, and timeless.

During this assessment, you will get a better understanding of the basics of mixing and matching as well as some expert inside knowledge on how to work with your existing wardrobe in order to create a variety of different outfit combinations.

In case some key pieces are missing, I will provide you with a detailed list of recommendations that will effortlessly complement your closet.

PERSONALIZED OUTFIT BOOK (*PDF)

Are you a serial outfit-repeater? Or maybe, you never have something to wear exactly when you need it? Improve the versatility, wearability, and longevity of your closet through a personalised digital catalog of everything you own, packed with pre-planned outfit ideas you've never thought of before.

WHAT'S INCLUDED:

- A DIGITAL FILE FILLED WITH PHOTOS OF YOUR PRE-EXISTING CLOTHING, SHOES, AND ACCESSORIES STYLED INTO AN ARRAY OF SIMPLE AND INTRICATE OUTFIT COMBINATIONS

If you've always wanted your own, strategically-curated lookbook, here is your chance. Consider this Outfit Book as a digital catalog of everything you own, filled with pre-planned outfit ideas for all hours of the day. Our book will include photos from your own wardrobe arsenal, so be ready to allow sufficient time for a mini self-made photoshoot (No worries, we'll give you instructions on how to DIY your way to the perfect at-home shoot).

To start this fun process, we will have a completely free initial consultation so we can identify and understand your own, personal style, needs, and preferences. Your outfits should be an extension of you, and the best way to get there is by having a deep-dive into the needs of your personal and work life. Lastly, we will figure out which specific articles of clothing cause you the most difficulty in terms of styling.

As soon as you forward all the clothing photos to us, it usually takes 2-3 weeks depending on the amount of clothes for us to create the perfect, personalised Outfit Book for you.

This comprehensive digital guide will be filled with outfit ideas, showing you different ways to dress up or down your items, how to tie in shoes and accessories as well as an array of stylish ways to get multiple outfits out of a single item.

ONLINE DAILY OUTFIT CHECK-UP

Let's make it a daily thing!

WHAT'S INCLUDED:

- GET READY TO UP YOUR STYLING GAME WITH DAILY CHECKS OF YOUR OUTFITS (UP TO 2 OUTFITS PER DAY), DEPENDABLE TIPS ON WHAT TO CHANGE. IF YOUR OUTFIT IS PERFECT, YOU WILL GET A CONFIRMATION THAT YOU LOOK FANTASTIC AS WELL!

Turns out that with the right guidance you can actually DIY your way to becoming your own personal stylist. However, during the learning process you will still most likely need some expert guidance. That's where Online Daily Outfit Check-Ups really shine.

All you have to do is send me a quick message every morning with a mirror selfie of your daily outfit to get a professional opinion on it. The duration of this service may vary depending on your own ability. Some more confident, fashion-savvy clients prefer to book a week-long Check-Up to get that extra boost, while others prefer the reassurance of a monthly Daily Check-Ups package to get the most out of their virtual styling experience and support.

**Is only available for clients have been through [Styling 101](#) or [Styling 102](#).*

SHOPPING ASSISTANCE

Do you have a mini-archive of barely-touched clothing?

Let's make sure that this won't happen again. I'll be your fitting room supervisor who won't let wrong or ill-fitting clothes sneak their way into your wardrobe.

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FREE INITIAL CONSULTATION +
CHF150/HOUR

Sign up

WINTER 2021-2022

CHF25/LIST

Are you prone to impulse shopping, or maybe you don't know where to start? Let's save time & money together with the ultimate cheat sheet of all the splurge-worthy deals and sales that deserve your attention. I will do all the investigation, all you have to do is claim the cool stuff.

Evidently, every fashion enthusiast out there is up for a good sale. However, not everyone has the time and energy to browse through hundreds of virtual shelves in order to find the most coveted fashion gems at the best price. If you can't deal with the chaos of deal-hunting, consider this Professional Shopping List the answer.

You will receive an enviable list of direct shopping links jam-packed with luxury and budget-friendly options with full prices and discounts. It's the quickest and easiest way to save big while getting the most out of your e-shopping spree. Kiss all those irrelevant and impulse purchases goodbye, it's time for longevity and timeless staples to take the front stage!

Purchase



site: svetlana.style