

# SAMUEL JOHN BORG

FASHION STYLIST & BRAND CONSULTANT

samjohnborg@gmail.com 0406 121 663

<https://www.samueljborg.com/>

## PROFILE

Detail-oriented and creative Fashion Stylist and Brand Consultant with a strong eye for styling, trends, and visual presentation. Experienced in pre-production, wardrobe coordination, garment preparation, fittings, shoot logistics and post-production.

## SKILLS

Editorial & commercial shoots / Wardrobe preparation & garment care / Look building & outfit coordination / Sample trafficking / website management / maintaining and updating website bookings  
Brand consultations & direction / Trend awareness / Fittings & on-set styling / Mood boarding & pitching concepts / Social media coverage / Post-production oversight

## WORK EXPERIENCE

### Freelance Fashion Stylist & Brand Consultant

#### Self-Employed

Lead stylist across editorial and commercial productions with full creative direction /  
Outfit coordination, garment management and production oversight on set /  
Talent branding consultation and pre-production including mood boarding and casting.

2019 - Present  
London, UK

### Freelance Fashion assistant

#### Self-Employed

Assisted in casting, outfit fitting, look selection and client appointments / researched current fashion trends / designers and styling concepts / sourcing pieces from both prs and independant designers / coordinated packing and pstage logistics / on set shoot preparation / provided genearl admin and organisational support to both the stylist and styling team / team led and assisted in mentoring interns and work placements / note taking during meetings.

2018 - present  
London, UK

### Assistant to Creative Director Graham Cruz

#### Graham Cruz Studio

Supported creative development and project coordination across multiple campaigns /  
Managed schedules, client liaison and research for high-profile creative projects /  
Developed mood boards and contributed to concept pitching and direction.

London, UK  
2023 - 2026

### KL Studios In-House Assistant

#### KL Studios

Garment fittings, sample management and fabric sourcing across productions /  
Trend research and administrative support for senior stylists / online web development and regular updating /  
multitasking across fast-paced studio environments with strong teamwork.

2022 - 2025  
London, UK

## EDUCATION

### Universty for the Creative Arts (UCA)

1st Class Hons Undergraduate - Fashion Journalism 2015-2018

2015 - 2018  
London, UK

## ADDITIONAL EXPERIENCE

Receptionist  
Southern Cross Veternairy Clinic

2026-Present  
Sydney, Aus

## BRANDS & PUBLICATIONS

Amazon / BBC / Stephen Webster / Kim Jones / Harrods / Dove / Amazon TV / Langham Hotel / LOVE Magazine  
/ Perfect Magazine / EE72 / Vogue / Harpers Bazaar / INTERVIEW Magazine / DUST Magazine / Self-Service Magazine  
/ RANKIN / Hunger Magazine / TMRW Magazine

References

Available upon request