

SUZIE SERGOTT

STYLIST & ART DIRECTOR

ABOUT ME

Fashion stylist of 10 years who is well versed in both studio E-commerce photography and location productions.

I have styled Freepeople.com website, homepages, emails and various international catalog photoshoots since early 2011.

I also have experience in art direction, concept, layout, casting and trend research.



INTERNATIONAL EXPERIENCE

Catalog Assistant Stylist-

Free People | 2011-2016 | NYC & Intl'

Create styling decks for Free People catalog concepts using Adobe InDesign.
Assist in creating looks, dressing, hand carrying products & building ATA customs carnet documents for major photoshoot productions spanning from NYC, Brazil, Scotland, France & Cuba.

Satellite Associate Stylist-

Free People | 2017-2019 | Baja California Sur Mexico & LA

Style editorial & E-commerce imagery on location throughout Mexico & LA for Freepeople.com // FP movement, Swim, Beach, Endless Summer categories.

Education

FIT NYC | 2011-2013

When I started at Free People I was given the unique opportunity to work full time & attend courses @ FIT. Throughout this period I assisted on FP E-comm sets during the day & in the afternoon traveled to NYC where I attended styling courses where I planned & carried out several school photoshoot productions.

STYLING & ART DIRECTION EXPERIENCE

Lead Stylist & Art Director

Free People | Philadelphia HQ | 2020-2021

-Style, art direct and shoot inspiring, on-brand, on-trend outfits for Free People homepage editorials, emails, website, wholesale look books, instagram & tik-tok videos.

-Lead photographers, in-house and freelance teams to exciting and successful results. Deliver quality, creative imagery that accurately depicts products and brand identity.

-Communicate priorities across team & produce high volumes of imagery within tight deadlines, make note of retouching requests, maintain high energy & efficient workflow on set.

-Work closely with Merchandising, Marketing & Social departments to translate current trends to our customer through social posts, campaigns & emails.

-Present monthly homepage styling & art direction decks to Free People Chief Creative Director & Brand President.

-Collaborate with Design, Merchandising & Styling departments to create seasonal styling direction decks that align with current trends and company initiatives.

Associate Stylist FP West Coast

Free People | Los Angeles | Baja del Sur 2017- 2019

-E-commerce & Editorial stylist; own styling of FP Movement, Swim & Party categories.

-Research shoot locations, photography collaborators and editorial story concepts.

-Attend model castings with Producer, Creative Director, Art Director & Photographer.

-Travel to Baja California Sur & LA area for location photoshoots, style FP Movement, Swim & product campaigns for US and AU E-commerce creative homepages & emails.

-Manage and mentor Stylist Assistants in their roles and responsibilities, ensure individual performance growth and productivity.

CONTACT INFORMATION:

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PERSONAL INTERESTS

★ In my free time I enjoy sourcing antique & vintage for my home, friends, personal and photoshoots.

★ Over the years I have made many friends on set. I love to stay connected to the unique people I've met by socializing & networking.

★ Each morning I take a walk and listen to personal development coaches, authors & motivators such as Tony Robbins, Mel Robbins & Abraham Hicks.

Other Skills

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Sourcing

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Networking

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Personal
Development