

KASHA REAVIS

FASHION STYLIST

CONTACT

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EDUCATION

BACHELOR OF ARTS IN FASHION MERCHANDISING
THE ART INSTITUTE OF WASHINGTON | 2008 - 2012

CERTIFICATE IN FASHION INDUSTRY ESSENTIALS
PARSONS X TEEN VOGUE | 2016

CERTIFICATE IN FASHION STYLING
INTERNATIONAL STYLE INSTITUTE | 2016

SKILLS

- Editorial styling
- E-Commerce styling
- Visual merchandising
- Project management
- Layout design
- Photo editing
- Market research

EXPERIENCE

MANNEQUIN STYLIST

MACY'S | AUG 2013 - MAR 2021

- Responsible for creating attractive visual styling in a flagship store environment
- Stays current with Macy's visual standards and fashion industry trends
- Coach and train visual team members in mannequin styling trends and techniques
- Works closely with cross functional teams to ensure seamless execution of displays that feature styled mannequins, props, and sometimes merchandise
- Travel to other locations to aid with the execution of in store mannequin styling

CO-FOUNDER | ART DIRECTOR

BOHN JSELL | JAN 2016 -PRESENT

- Conceptualize and design visual communication for all outreach channels
- Creative direct, coordinate, and style all photoshoots
- Coordinate model castings for photoshoots and fashion shows
- Collaborate on design concepts and implementation
- Curate and produce fashion shows and activations
- Obtain and maintain brand partnerships (i.e. Nineteenth Amendment, Microsoft, etc.)
- Maintain Shopify website

FASHION STYLIST | CREATIVE CONSULTANT

CHEN BURKETT NEW YORK | AUG 2016 - PRESENT

- Partner with Creative Director to create mood/style boards for seasonal direction which includes set design, model choice, lighting, and model poses
- On-figure styling for look-books, campaigns and e-commerce photography
- Create and design digital and print look-books and line-sheets

FREELANCE

LEAD FASHION ASSISTANT

LAUREL DEWITT | SEPT 2015 - PRESENT

- Responsible for dressing celebrity models and attendees for fashion shows
- Coordinate model castings for photoshoots and fashion shows
- Coordinate dates, times, wardrobe, and photoshoot locations
- Assist on special projects (i.e.Jennifer Lopez for the Latin Billboard Awards)

FASHION STYLIST | SHOOT COORDINATOR

MACY'S | NOV 2016

- Coordinated and styled intimate apparel photoshoot for nationwide in-store distribution