

**Position:** Fun, fashion-focussed and fabulous Bridal Store Head Stylist

**Contract:** 8+ hours a week for 3 months guaranteed, with lots of room for growth, flexibility and longevity

**Pay:** £15/hour + 2.5% commission on gown deposits

What Alice Wore Bridal, St Albans is seeking a Bridal Store Head Stylist, on a contract to perm basis. This role will require at least two Saturdays per month plus periodic evening and Sunday work, although we're extremely flexible. Our minimum commitment to you is 8 hours initially but there is scope for much more in terms of hours and role breadth.

Personality and dedication to the Bride and her chosen vibe is everything. You must be personable, upbeat, love fashion but also zero in on what flatters, know how to 'read a room' and live for the variety of tasks that working for an Independent Retailer will bring. This isn't purely a fashion retail, selling or an admin role- it can evolve to be a mix of everything that running a business entails. The role responsibilities and hours (8-16 hours+ per week) can all be discussed and tailored for the right candidate.

**Essential Qualities for Bridal Store Head Stylist:**

- 5 years+ Retail Management experience in Fashion Retail, Fashion Buying, Styling or Bridal
- Be confident in sales and helping the bride to a decision, without being pushy. We do have conversion 'aims' rather than targets and it's important to manage and drive your own performance
- Know how to intuitively 'read a room' - that's so important
- We love those 'fashion smarts'. An understanding of how shapes and fabrics work on the body should be part of what you love about clothing
- Be detail oriented and a good communicator, flexing your style to what is required and building rapport
- You must LOVE customer care and let that vibrancy show. Our groups are our guests
- You must have some availability at weekends, as well as a few hours during the week, with flexibility to dial up and dial down as demand requires. We will show the right candidate relative autonomy with the diary, working as a team to meet the booking needs of our Brides

**Job Description:**

This role is flexible, but please bear in mind that weekends are the most sought-after times for our Brides and you will need to be able to commit to that. To a degree, some hours will be scheduled around the deliverables and as much autonomy will be provided over that as possible. It's a team-playing position and we'll work in partnership.

Responsibilities include, but are not limited to:

- Developing your encyclopaedic knowledge of the gowns in the boutique and how they can be tailored and amended to suit the Bride's unique requirements. We can customise extensively, and you must be able to walk the bride through this confidently as well as knowing what will and will not work
- Carrying out Sales Appointments, assisting the Bride in finding the right gown for her. You will be a key holder and a trusted wingman
- Carrying out Collection Appointments, ensuring the gown is checked, steamed and prepared for pick up. The bride must complete her experience feeling thrilled
- Management of the boutique and shopfront, ensuring the space is clean, shoppable and ready to receive our groups
- Working with the owner to manage stock, range gaps, providing always-welcomed feedback as to how we can evolve and grow
- Liaising with Brides and managing bookings on a shared calendar
- Liaising with Recommended Seamstresses
- Increased hours from time to time (agreed as far in advance as possible) to cover Holiday periods
- Other duties could include, depending on the successful candidate's skillset, items such as Social Media content creation, marketing outreach and more

**What we can bring:**

This is an addictively fun and oftentimes touching role, where building rapport and finding The Gown for your Bride is a truly wonderful feeling that never gets old. The gowns you will be working with are incredible- beautiful quality, flattering, unique and wonderful value. They are a joy to sell (and try on). We will invest significant training time in you so you feel confident in your knowledge.

We are a 5-star reviewed independent, female-owned retailer which is showing significant year on year growth, and we have ambitious plans for the future.

This commitment is for an initial 3 month period at a great rate of pay, with commission, and could absolutely lead to increased hours and a Permanent position, IF that is what you are searching for. This is a collaborative role with the owner where open, honest communication is always promised.

**To apply:**

Email [info@whataliceworebridal.com](mailto:info@whataliceworebridal.com) with an email on what appeals to you about the role, what you're looking for and your CV. I'll come back to you within 5 working days of receipt.