



# Wanna job in fashion?

It's a shopaholic's dream: spend your days playing with clothes – and get paid for it. Yes, these jobs exist! Five girls spill how they got into the biz...

## "I style Dolly fashion shoots"

As junior fashion editor at Dolly, Elana Bardetta gets paid to shoot the hottest clothes out there. So how did she score such an unreal gig? Read on...

### How did you end up at Dolly?

"After school, I did a three-year fashion design diploma at the Sydney Institute of Technology. I'd always been good at styling my friends' outfits, so fashion was an obvious choice. After college I travelled to Japan and Europe, then came back to Sydney and got a job as an assistant at The ARC Factory (a PR agency).

"After six months, the fashion director of B magazine told me about a fashion assistant's job going there. I did that for a year, then was promoted to market editor (which involves searching for the coolest new stuff around, then putting it in the magazine). After about a year and a half of doing that, I got the job as junior fashion editor at Dolly."

### What's your typical day?

"I book appointments for fashion shoots, call in outfits for them, book photographers, studios and models. I also look at ranges from different designers and pick new clothing for the mag. I usually shoot about two days a week – I style and shoot all the fashion still-life, all the real girls, some models, cute boys and even some celebs."

### Biggest perks?

"Discounted clothing, seeing new clothing ranges (before they hit the shops) and doing something I love."

### Worst part of the job?

"Long hours and stress!"

### What fashion advice do you live by?

"Shoes are the key – it's all about the shoes! And plan ahead before you leave the house to go shopping. If you have a list, it's much less dangerous."

## "I get paid to hang with Kylie"

*Jane McFadden is publicity manager at The ARC Factory. She looks after hot labels like Puma, Bettina Liano, Bonds, Just Jeans and Fashion Assassin... and also organises big events, like the launch of Kylie's new undies.*

**Qualifications:** "After finishing the HSC I started a communications degree at The University Of Western Sydney. In my final year I moved to The University Of Technology to be closer to my job – I'd just started at The ARC Factory."

"I'm a big believer in work experience and consistently worked for various PR and magazine companies throughout my degree. One memorable work experience moment was helping to find entrants for the *Cleo* Bachelor Of The Year – tough job, but someone had to do it!"

**Big break:** "My first break into fashion PR has remained my home. I was inquiring about work experience at this Sydney fashion PR company called The ARC Factory. I spoke to one of the directors there about work experience, and as it happened they were flat out at the time and needed some extra hands. I did two weeks' work experience, was offered a full-time job as a publicity assistant... and four years on I'm still here!"

**Current job description:** "I religiously read the papers and magazines with my morning coffee (it's vital to know what's going on in the world), liaise with clients and media in regard to upcoming product launches, celebrity tours and events, meet with other staff members to brainstorm ideas and publicity strategies, and set up shoots and interviews for publications like *Dolly*."

"Recently, we flew Kylie Minogue to Melbourne to officially launch her Love Kylie range at the Melbourne Fashion Festival. It involved months of planning, from putting Kylie's itinerary together (down to the last minute), to chatting with Kylie on the phone about questions for her appearance on *Rove Live*."

"Working at ARC has given me the chance to work with people like Sarah O'Hare and Pat Rafter for Bonds, Sophie Monk for Fashion Assassin, Alyssa Sutherland for Formfit, and Heath Ledger and Macy Gray for Puma. It's amazing."



## "I'm a manager at Sportsgirl"

*Aisha Vitiello started at Sportsgirl with a part-time job, and is now the manager at their brand-new flagship store in Sydney. She reveals to us how she worked her way up...*

**1994:** "Finished high school."

**1995:** "Did a two-year diploma in hospitality management."

**1997:** "Got a casual job as a sales associate at Sportsgirl in the Pitt Street Mall, Sydney. After a few months I went full time. My typical day was from about 9am to 6pm. We'd have a team meeting in the morning, then we'd restock the floor, write down what we'd sold the previous day, and then pull out more stock, security tag it and put it out. We'd clean up the store a bit, then it was all about customer service. After a few months I became the Sunday supervisor, which meant I worked full time during the week then on Sunday I was in charge of the store and managing staff."

**2000:** "Moved up to second in charge – assistant manager at Pitt Street Sportsgirl. I was managing staff and supporting the manager. After a few months, I went to the Chatswood store as a manager."

**2001:** "I went back to the Pitt Street store as an assistant manager for the newly-refurbished store."

**2002:** "Went to the Chatswood store to manage it again."

**2003:** "Scored an interview for a manager's position at a new Sportsgirl store opening in Paddington. I've been the manager here ever since."

### **What kind of person is suited to fashion retail?**

"Customer service is the basis, so you have to be friendly and approachable. You also have to have good knowledge of fashion, but customer focus is the most important."