

Job title: VM Stylist Coordinator

**Core information**

<b>Location:</b> London head office	<b>Lines of business or shared capability area:</b> John Lewis
<b>Reports to:</b> VM Creative Manager	
<b>People Management:</b> No	
<b>Assignment Management:</b> Yes	
<b>Partnership Level:</b> Partnership level 8	<b>Manager's Partnership level:</b> Partnership level 6
<b>Number of direct reports:</b> 0	<b>Partnership level(s) of direct reports:</b> N/A

**About the John Lewis Partnership**

The Partnership is the UK's largest employee-owned business and home to our two well-loved retail brands - John Lewis & Partners and Waitrose & Partners, as well as expanding into new areas beyond retail.

We aren't an ordinary business, though. The Partnership is different because everyone who works here isn't just an employee. We are Partners, with a shared responsibility for our success, and we share the rewards when we're successful.

Everything we do is powered by our unique purpose: **Working in Partnership for a happier world.** Our Purpose inspires our principles, drives our decisions and acts as our guide, so that everything we do contributes to Happier People, Happier Business and a Happier World.

**Critical purpose of the role**

As a Stylist, you will be responsible for ensuring that all regional John Lewis stores' Fashion, Home, Beauty, and Tech styling look strong and exciting to customers at all times. You will need to be able to inspire customers, focusing on both the trend influencer and our typical customers.

Demonstrating a balanced view, focusing on both own brand and 3rd party brands to maintain their individual brand strategies' integrity whilst working as a Styling team to support key business goals.

**Primary Outcomes & Accountabilities**

- Working with the wider VM team to plan and implement mannequin & lifestyle styling training sessions with the VM team in ad hoc branches to develop in-store partners.

**Measures of success**

- Successful and consistent delivery of styling standards across the estate - with key focus across

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| <ul style="list-style-type: none"> <li>● Regular branch visits and styling refreshes in stores, working with branches to implement the latest styling whilst focusing on partner training.</li> <li>● Providing information on styling/trend interpretation to share at team level, supporting new window scheme launch, working closely with the Creative Designers and Window Stylists.</li> <li>● Supporting key flagships with new window installations, lifestyle and mannequin advice.</li> <li>● Attending product meetings and working with Buying/Design teams to gain valuable knowledge and insight on trends and brand seasonal expectations to ensure new trends are delivered well in-store.</li> <li>● Working alongside the Stylists &amp; Creative Designers to ensure outfit building and storytelling is executed cohesively.</li> <li>● Exploring new ways to work with Home, Beauty products, tech and small ticket items within a store environment as required. Working closely with the product teams on creative ideation and design to ensure these are allocated in advance.</li> <li>● Developing style notes monthly and additional seasonal updates when necessary.</li> <li>● Supporting creative floor walks with relevant store teams to monitor the execution of mannequin styling, creative &amp; lifestyle installations, seasonal launches, product showcases and overall visual appearance of the store.</li> <li>● Allocating stock ahead of product installations to ensure we are showcasing key newness across all categories.</li> <li>● Working as a group to come up with new creative solutions following store visits if necessary.</li> <li>● Supporting other key brand events – press shows, marketing events etc and providing Stylist support.</li> <li>● Using extensive knowledge from competitive shops, social media and Fashion/Design weeks to apply to key styling moments and have relevant, integral awareness around what is trending from all categories of the business, including beauty and tech.</li> <li>● Working with teams across the business to form product-related deals and product placement within windows/internal sites.</li> <li>● Providing information on styling/trend interpretation to share at team level across all categories of the business, supporting lead stylist on new window schemes launches, working closely with the Design Managers and peers.</li> <li>● Supporting key flagships with all new installations, lifestyle and mannequin advice. Setting up product showcases in Head Office across Fashion, Home and Christmas</li> </ul> | <ul style="list-style-type: none"> <li>● windows and internal VM sites.</li> <li>● Creating successful working relationships with Commercial and Retail teams, sharing all product knowledge and insight to support stores in successful execution.</li> <li>● Driving and supporting on all internal and external PR events, showcasing the brand at its best and driving retail excellence.</li> <li>● Driving new ways of showcasing our products, keeping close to all trends to stay one step ahead of the competition.</li> <li>● Working closely with Stores and identifying areas, supporting them to improve standards and partner capability.</li> <li>● Working within budgetary requirements and achieving cost/savings when necessary</li> </ul> |
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- Proactive with driving own development and enjoys working in a fast paced, high energy environment.
- Preempts the need for change and manages it – supporting teams throughout the process.
- Regularly spend time in shops/office/suppliers as reasonably required to fulfil the job role to drive Creative proposition and enhance Visual opportunities and working collaboratively across both VM and Styling, ensuring the departments are aligned and the teams are working collectively.

### Skills

- Styling and creative skills
- Training and coaching skills.
- Teamwork
- Ability to organise and manage your own time effectively.
- Creative problem solving.

### Qualifications & Experience (where applicable)

#### Essential

- Past styling experience.
- Able to demonstrate commercial acumen, an excellent understanding of customer requirements.
- Ability to work on own initiative and self-motivated.
- Experience building strong relationships with key business stakeholders
- Demonstrate the ability to stay positive under pressure and stay focused on goals.
- Outstanding styling skills
- Excellent communication and influencing skills, ability to liaise at all levels.
- An innovative approach to support business growth
- Experience creating Styling guidelines

#### Desirable

- Working experience in Autocad, Indesign, Sketch up, photoshop or similar.
- Experience in training and coaching stylists

Version	Created/updated by	Date
1.0	Sian Roberts	March 2026



JOHN LEWIS

WAITROSE