

Job title: Personal Stylist

Core information

Location: Shop/site ▾	Lines of business or shared capability area:
Reports to: Team Manager	
People Management: No ▾	
Assignment Management: Please select ▾	
Partnership Level: Partnership level 9 ▾	Manager's Partnership level: Partnership level 8 ▾
Number of direct reports:	Partnership level(s) of direct reports: Please select ▾

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

The Personal Stylist will play a critical role in the Fashion team providing our customers with inspirational, honest and tailored styling advice to empower customers to choose well and use well in order to buy with confidence.

You will act as part of a shop team with a specialist focus, driving successful achievement of the Retail shop metrics by delivering exceptional customer service and sales conversion from our fashion floors. Your role will be customer facing, offering our customers styling advice via booked or walk in appointments where you will demonstrate a passion for our products and selling using your awareness of trends and fashion brands.

You will work closely with shop leadership to manage your workload, monitor sales and achieve targets. You will be open and adaptable to feedback and tailor your approach to your customers, using all available selling tools and sales levers to ensure you leave your customers happy.

In addition to the advisory service, you will be taking the initiative to plan, run and deliver your own style events, as well as those initiated by Head Office. These events may run throughout our trading window to attract customers and provide experiential events that inspire, engage and drive sales performance; playing a key role in building our credibility within fashion.

You must be confident, self motivated and able to work as part of a team, taking responsibility for your sales performance and personal development.

You will act as an ambassador for the John Lewis brand, playing your part in delivering outstanding service through exceptional



communication and engagement with our customers.

Primary Outcomes & Accountabilities

- Is flexible and adaptable to meet the needs of the shop and customers.
- Develops and maintains knowledge of products, services, trends and brands.
- Delivers a seamless and personalised advisory service experience in the shop based on customers needs and requirements.
- Establishes effective long lasting relationships with our customers to build loyalty and trust.
- Shares expertise with colleagues to improve shop performance
- Acts as a fashion ambassador to drive John Lewis' fashion credibility.
- Meets or exceeds targets for Fashion sales
- Confident in upselling and cross-selling in a positive manner.
- Executes inspirational events and style talks showcasing their instinctive sense of fashion
- Demonstrates competence and compliance with the process and operating procedures required in their function
- Champions continuous improvement to drive efficiency and productivity. For example leading customer reviews.
- Always follows relevant legislative requirements (for example food safety and hygiene)
- Preparation, planning and purchasing is timely and accurate

Measures of success

- Achieve sales and conversion targets
 - Sales vs budget
 - Sales vs last year
 - Occupancy
 - Interactions
 - Conversion
- Positive reviews and feedback from customers via customer reviews, HYS
- Repeat appointment bookings
- Team manager and Partner feedback
- Central stakeholder/supplier feedback
- Demonstrate the Partnership behaviours
- Compliance with business procedures and policy.
- Contribution to the achievement of shop metrics

Skills

- Ability to build rapport with customers and understand their needs
- Strong product knowledge and ability to recommend products that meet customers' needs
- Skilled in upselling and cross-selling, overcoming challenges.
- Excellent communication and influencing skills
- Ability to work independently and as part of a team
- Passion for fashion and retail
- Strong work ethic and commitment to providing excellent customer service



Qualifications & Experience (where applicable)

- Experience of working in the Fashion industry or possesses a deep understanding of Fashion, image consultancy, personal styling or personal shopping
- A proven track record in meeting and exceeding sales targets, building customer relationships and customer loyalty
- Computer literate, ability to use IT systems to communicate with customers and monitor sales performance
- Experience in presenting to groups of people

Desirable

- Qualification or training that has covered colour analysis body shape profiling, fashion styling and connecting with customers

Version	Created/updated by	Date
	<i>Jo Brownlee</i>	<i>18/2/25</i>