

THE
FASHION
ILLUSTRATOR'S
GUIDE

NICHE LOCATOR



'I am so excited you downloaded my Niche Locator. It's a great starting point for any illustrator looking to find their sweet spot'– Yéga

There are many ways to use your talent in illustration and I find the best way is to experiment boldly till it 'feels' right! I started out creating for brands launching clothing lines and then began working as a live event illustrator for corporate events and launches. Here I am at the Mall of the Emirates in Dubai sketching for Diane Von Furstenberg!



It was a great place to learn how to work under pressure and be resourceful but I realised how much time I spent travelling. That can be tricky with a family. I intentionally re-positioned my style towards corporate commissioners i.e luxury brands and I found this to be my area of strength. I love telling visual stories and genuinely love fashion marketing (I have an MSc in Marketing). It's easy to forget sometimes that illustration is at its core visual communication. It is not just pretty pictures, you are hired to convey the feeling of a brand through your artwork and that is not always easy to do. Working with teams across the world also needs some practice. If you love to collaborate then this might be the path for you!

Remember, don't just think about what you like to draw, also consider how quickly you can do it and the way you create best. Some artists crumble under the weight of deadlines, while others thrive. Knowing yourself is absolutely essential.

NICHE LOCATOR

1

MEDIUM

Start here- choose one

2

STYLE

Your medium will influence it

3

FOCUS

An area of specialisation



Watercolours

Digital Paint

Fine Liner pens

Gouache

Graphite

Markers

Colour Pencils

Abstract

Semi Realist

Hyper realist

Retro

Avant Garde

Futurist

Caricature

Live Events

Interior Decor

Publishing

Footwear

Fine Jewellery

Education

Editorial

SAMPLE

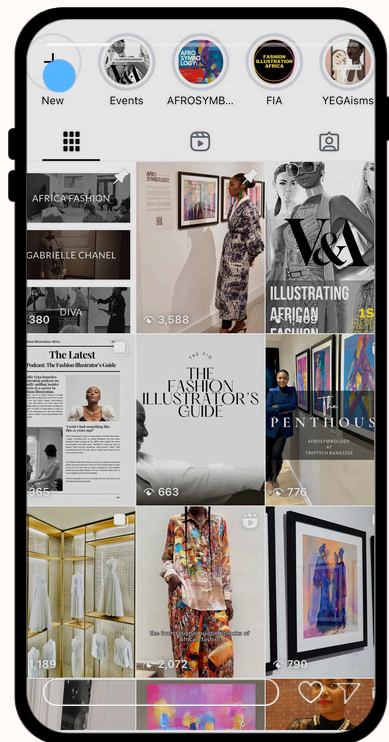
'I am a Live Event Illustrator with a retro style, working primarily with watercolours!'

The lists above are not exhaustive. Please do more research and stay curious.

I am rooting for you!

NEED MORE HELP?

Here are all the ways you can connect with me and find more resources you will love. Just a click away!



Connect on
Instagram

