

THE STORYTELLER'S STYLIST

STYLED by
Gianni

Services & Pricing Guide



www.styledbygianni.com



Hello there!

I'm a sustainably conscious, creative stylist passionate about helping fellow filmmakers and storytellers feel empowered and confident through fashion, allowing them to shine in the spotlight and bring their authentic voice to every aspect of their career!

It is my goal to help you tell your story and grow your presence and brand within the independent film world and beyond!

I've served as Head of Wardrobe on several award-winning independent films, commercials, and promos, dressing celebrity talent such as Denise Richards, Jerry Ferrara, and Bobby Moynihan. I've worked with brands such as Netflix and Crayola, and currently serve as the Wardrobe Coordinator for Mattel, Inc.

Ashley
Certified Personal Stylist



Ashley's Story

My love for fashion and the art of playing dress-up was born at an early age.

I produced my first fashion photoshoot at eight years old. I'm not kidding! When my Mom asked how I wanted to celebrate my 8th Birthday, I told her that I wanted a "Dress Up Party"!! "A Dress Up Party? What's that?", she inquired. I proceeded to lay out the plans for my "Glamour Fashion Photoshoot Birthday Extravaganza"!

My Mom, the OG fashionista, has always indulged my creativity, so off she went to rent a big box of vintage goodies from the local thrift, decked out our sunroom, and turned it into a photography studio! My friends and I spent the day getting dolled up, picking out outfits from the vintage treasure chest, getting our hair and makeup done, and posing for pictures like Supermodels!

My Mom and Aunt served as the Glam Squad, Mom Head of Wardrobe, my Aunt our family photographer, and they Co-Headed Hair and Makeup! It was a full-blown production!!! Produced by 🧑🏻

It's no surprise that decades later, I'm still playing dress-up! As an award-winning actor, writer, and filmmaker myself, I bring a unique perspective to my work as a Wardrobe and Certified Personal Stylist.



We all
have a
story
within us,
what's
yours?



Find Your Light Package

Discover the colors that bring out the best in you!

LET'S WORK TOGETHER

SUMMARY:

- ✓ Quick and easy process. Send your photo & receive a detailed color analysis in 24-48hrs.
- ✓ Make shopping easier by eliminating colors that aren't right for you.
- ✓ A guide to use for life. Your color analysis never changes!

TOTAL VALUE:

\$500

YOUR INVESTMENT

\$150



Find Your Fit Package

Discover the cuts and fits that work best with your current body shape!

LET'S WORK TOGETHER

SUMMARY:

- ✓ Quick & easy process. Return your measurements and receive a detailed body shape guide in 24-48hrs.
- ✓ Make shopping easier by choosing the best fits for your body.
- ✓ Update your body shape guide every 6 months - 1 year to keep up to date.

TOTAL VALUE:

\$500

YOUR INVESTMENT

\$150

Paparazzi Package



The Paparazzi Package is designed to help the Storyteller feel confident at their next Red Carpet or Industry Event!

LET'S WORK TOGETHER

YOUR INVESTMENT
\$500

WHAT YOU'LL GET:

- ✓ 1hr Initial Consultation with Ashley to review and solidify your personal style language and event needs. Support with body measurements. Leave with a personalized styling plan.
- ✓ 1 Complete Look Suited for the Red Carpet, an Industry Event, or an Industry Meeting
- ✓ Free Sustainable Tips & Tricks Guide

*Package does not include shopping, tailoring, or dry cleaning costs.

Ashley is sustainably conscious and dedicated to working within your budget!

Film Festival Extravaganza Package



The Film Festival Extravaganza Package is designed to help the Storyteller feel confident at their next Film Festival appearance!

LET'S WORK TOGETHER

YOUR INVESTMENT
\$1750

WHAT YOU'LL GET:

- ✓ 1hr Initial Consultation with Ashley to review and solidify your personal style language and event needs. Support with body measurements. Leave with a personalized styling plan.
- ✓ 4 Complete Looks Suited for your Opening Night, Red Carpet Premiere, Closing Night, and 1 additional Festival Event
- ✓ Free Sustainable Tips & Tricks Guide

*Package does not include shopping, tailoring, or dry cleaning costs.

Ashley is sustainably conscious and dedicated to working within your budget!



The Audition Edit

Send Ashley your sides & receive a detailed character lookbook, shopping guide, and tips & tricks for affordable, sustainably conscious finds! 'Cause why spend money on an audition outfit that you'll never wear again? Shop your closet or Ashley's suggestions!

1 Role | 10 pg sides | 48-72hr Turnaround

LET'S WORK TOGETHER

WANT MORE?

- ✓ Additional pages and/or full script starting at \$60/hr for prep work
- ✓ Additional 10 pg side Auditions for \$65/each
- ✓ Add-on a color analysis (\$150) and/or a body shape analysis (\$150)

YOUR INVESTMENT

\$350



The Headshot Edit

Send Ashley your branded character & receive a detailed character lookbook, shopping guide, and tips & tricks for affordable, sustainably conscious finds! 'Cause why spend money on a headshot outfit that you'll never wear again? Shop your closet or Ashley's suggestions!

1 Character | 48hr-72hr Turnaround

LET'S WORK TOGETHER

WANT MORE?

- ✓ Additional Characters \$100/each
- ✓ 3 Character Brand Consultation \$500
- ✓ Add-on a color analysis (\$150) and/or a body shape analysis (\$150)

YOUR INVESTMENT

\$350



Ashley's Branding Expertise

Before I fell in love with the world of wardrobe design and personal styling, I owned and operated Gianni Marketing – a brand and marketing business specializing in brand development, social media, and content development. I have 10+ years of experience in sales and marketing, as the Associate Manager for the Los Angeles Philharmonic's Walt Disney Concert Hall sales campaign, bringing in over 2.5 million dollars per season for the organization. I specialize in entertainment marketing and work closely with artists, non-profits, and other entertainment companies to help build their personal brands and content. I am passionate about helping my clients find and hone their authentic voice.



I'm Ready for My Close-Up

Need Branding and Styling Support for your next round of Headshots? This package is designed for you! Discover your authentic voice and the characters you naturally play, and learn how to bring them to life through effective headshot styling!

LET'S WORK TOGETHER

WHAT YOU'LL GET:

- ✓ 3 Detailed Character Lookbooks based on your branding.
- ✓ 3 Character Brand Consultation
- ✓ A shopping guide with tips & tricks for affordable, sustainably conscious finds & Ashley's style guidance when shopping your closet or Ashley's suggestions!

YOUR INVESTMENT

\$1000

Additional Services

Additional Looks	1 Additional Complete & Styled Look	\$350
Ashley Thrift & Send	Hate shopping? Let Ashley shop your Lookbook for you! Sustainably conscious and dedicated to working within your budget! Includes 1 Large USPS priority shipment. *Additional shipping rates may apply.	\$1000
Shop Day with Ashley	Want more personalized attention? Spend a day shopping your lookbook with Ashley! *Rate applies to 8hr day with 1hr joint break *Travel rates may apply	\$3000
Closet Edit	Overwhelmed with what you already have? Ashley will come to you to help edit & style your existing wardrobe! *Rate applies to 8hr day with 1hr joint break *Travel rates may apply	\$5000
Day Of Support	Need styling support on the day of your event or headshot session? Ashley will be there, kit in hand! *Travel rates may apply	\$100/hr

Travel

Packages are designed to be 100% virtual support for your convenience. Travel rates will apply to clients outside of the Los Angeles County area.

65.5
cents
per mile

Combine & Receive Discount

Combine any package and additional services and receive a discount on your total cost.

**Audition & Headshot Edit Excluded*

25%
OFF

Shop & Maintance

Packages do not include shopping, tailoring, or dry cleaning costs



Let's Get Started!

I'm thrilled to be working with a fellow storyteller like you! Styling is PERSONAL in so many ways and I strive to create and maintain a safe environment that allows my clients to share personal information and get vulnerable. Please know you can always share your thoughts and concerns in my judgement-free space!

[SCHEDULE A CALL](#)

[LEARN MORE](#)

Ready to tell your story?

I can't wait to help bring it to
life!

Ashley



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www.styledbygianni.com



Ashley's Top 3 Style Philosophies to Live By:

1. Champagne taste on a beer budget is totally achievable! And good style doesn't have to cost millions!
2. When you look good on the outside, you feel good on the inside!
3. In the words of style icon, Rachel Zoe, "Style is a way to say who you are without having to speak"!

