



KASHA REAVIS

w. kashareavis.com
e. kashareavis@gmail.com
p. 571.241.4743

EXPERIENCE

MACY'S - STYLIST

New York, NY | January 2015 – Present
Arlington, VA | August 2013 – January 2015

- Responsible for creating attractive visual styling in a flagship store environment
- Stays current with Macy's visual standards and fashion industry trends
- Coach and train visual team members in mannequin styling trends and techniques
- Works closely with cross functional teams to ensure seamless execution of displays that feature styled mannequins, props, and sometimes merchandise
- Travel to other locations to aid with the execution of in store styling

EDUCATION

The Art Institute of Washington June 2012

Bachelor of Arts in Fashion and Retail Management

Parsons x Teen Vogue June 2016
Certificate in Fashion Industry Essentials

International Style Institute June 2016
Certificate

CHEN BURKETT NEW YORK - FASHION STYLIST | CREATIVE CONSULTANT

New York, NY | August 2016 - Present

- Partner with Creative Director to create mood/style boards for seasonal direction which includes set design, model choice, lighting, and model poses
- Style for brand look books, campaigns and e-commerce photography
- Styled fashion presentation during NYFW
- Create and design digital and print look books and line-sheets

AMERICAN GIRL - VISUAL MERCHANDISER

McLean, VA | April 2011 - August 2013

- Executed retail merchandising by creating display of dolls and accessories
- Created and managed plan-o-grams for entire store
- Led new product launches
- Maintained day-to-day aspects of merchandising standards

IHI MODELING AGENCY - PHOTO SHOOT COORDINATOR | STYLIST

Germantown, MD | October 2011 - July 2012

- Gathered information related to photo shoot concepts to create theme and inspiration boards
- Coordinated dates, times, wardrobe, and photo shoot locations
- Worked closely with hair and make-up to ensure consistency of photo story
- Maintained set with photographer and beauty team to organize workload for the day

FREELANCE

FREELANCE FASHION STYLIST | FASHION ASSISTANT

- Laurel Dewitt – Fashion Assistant, Fashion Shows
- 4Seasons Style Management – Fashion Assistant, Fashion Editorial
- Intent Entertainment – Freelance Fashion Stylist
- Macy's – Freelance Fashion Stylist, Lingerie Collateral (special project)