



[www.feronclarkstyle.com](http://www.feronclarkstyle.com)

*Anita Feron Clark*

PERSONAL STYLIST AND  
DIGITAL CREATOR

MEDIA KIT

# Hi. I'm Anita!

## PERSONAL STYLIST AND DIGITAL CREATOR

A 50+ British-Indian, an award-winning image consultant, personal stylist and digital creator with over 29 years' of experience in the fashion industry. I was a buyer for M&S, a lecturer at the London College of Fashion specialising in the 'Science of Colour' and I have been the director for 16 years at feron clark style image consultancy. I have styled over **8000 women (and men)** during this time. **Corporate commissions:** to present on a variety of subjects such as 'How Colour Impacts Mood, Energy and Confidence at Work' my companies such as Rothschild, General Electric, Tata, Bank of America, JCRA Financial etc. Since 2020, my work has evolved to **collaborate with brands** on travel and lifestyle and much more. I am one of the UK's leading colour analysis experts and recently presentation at a two-day workshop for the Richmond Marketing and Comms Forum.

## ELSEWHERE



[www.feronclarkstyle.com](http://www.feronclarkstyle.com)



[@feronclarkstyle](https://www.instagram.com/feronclarkstyle)

## PAID PARTNERSHIPS

Paid **retail partnerships** with John Lewis, Baukjen, Ba&sh Paris, Sezane, L.K. Bennett, Hobbs London, Weleda, Duo Boots, Aspiga. I have collaborated with over 100 brands.

My **corporate presentations** and workshops have been on a wide range of subjects to suit each company's specific requirements. I have presented to over 20 small, medium and large businesses.



# MY INSTAGRAM STATS

 **131K+**

INSTAGRAM  
@feronclarkstyle

 **8.9K**

accounts engaged  
monthly

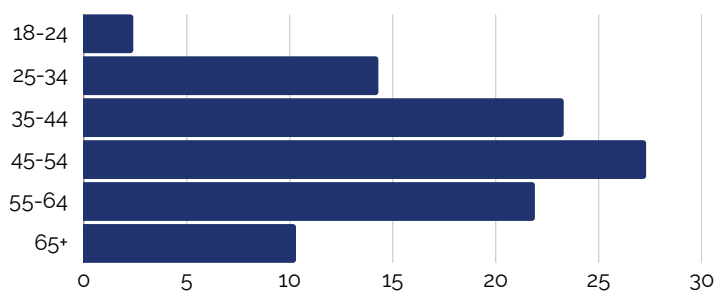
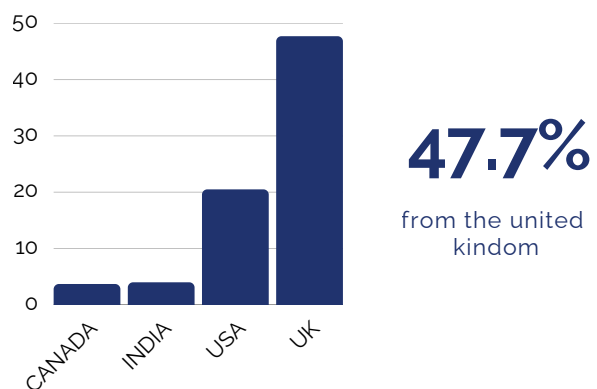
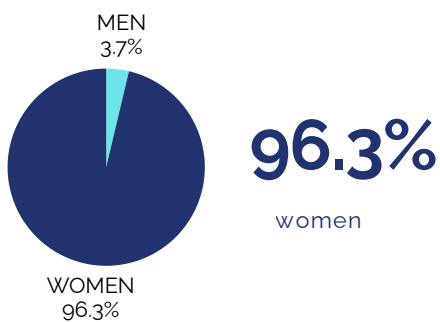
 **550K**

accounts reached  
monthly

 **1.6 K**

email subscribers

## AUDIENCE



**27.3%**  
of my audience are aged  
45-54 making this my  
strongest age  
demographic - however  
the 34-44 and 55-64 age  
range is also strong.

COLLABORATIONS

ba&sh

L.K.Bennett  
London

S É Z A N E



LEXY  
LONDON



DUO BOOTS

ambrose\*  
Wilson

PURE  
COLLECTION

WELEDA  
Since 1921

DEA KUDIBAL

COLOUR *me* BEAUTIFUL

HOBBS  
LONDON



White Coco



MICHAEL VAN CLARKE  
Live well. Live beautiful

  
ASPIGA  
 ODGERS BERNDTSON

BAUKJEN

SARAH  
HARAN



DONNA MAY LONDON™

Ridley

FF FARFETCH

# VIDEOS THAT HAVE GONE VIRAL WITH OVER 200K VIEWS ON INSTAGRAM

## VIDEOS:

Back in 2022, I made a series of six videos showcasing my sister, Vanita. The objective was to show a full figure who wears a UK size 14 dress more confidently. The videos were a huge hit, one going viral with over 3.6 million views. My followers want to see more diversity in terms of shape and ethnicity, as it's more inclusive.

3.6 million views [Meet Vanita: Style tips for a curvy figure \(part one\)](#)

Over 500k views for this simple styling video, its appeal? Many women have similar items in their wardrobe already:

### [Easy Friday styling](#)

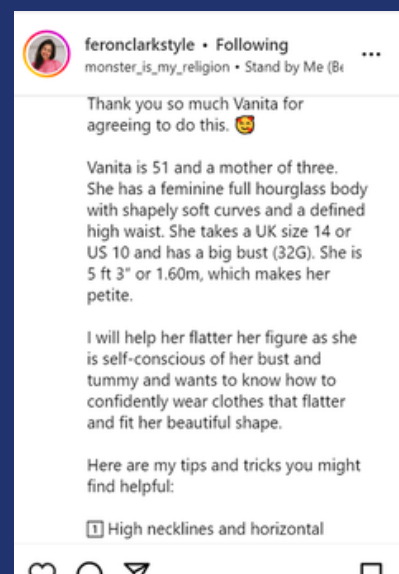
Over 368k views which shows clearly how light and dark colours work effectively:

### [Styling for triangle or pear bodies](#)

Over 234k views to show do's and don'ts of wearing stripes:

### [Broad shoulders or fuller bust or both?](#)

Over 388k views: [Vanita in shorts \(part two\)](#)





## WHITE COCO

In April 2024, I hosted an event at the White Coco boutique on King's Road for 40 women; sales were over £5,000. I delivered an engaging 35-minute presentation, unveiling the hottest colour palettes and style trends of the season; I guided guests through handpicked selections from White Coco's diverse collection, ensuring there was something for every woman, regardless of her shape, size, or budget. From chic clothes to stunning accessories, and allowed fellow fashion lovers to try on and purchase pieces that resonate with their individual style.

**REEL VIEWS: 33K**

**LIKES: 279**

**COMMENTS: 50**

**SAVES: 17**

**[LINK TO REEL](#)**



## SEZANE

A brand born in Paris with quality pieces made to last. I've hosted four events for this fabulous brand with a colour & style presentation for their and my VIP clients at the Notting Hill and Marylebone High Street boutiques. Following up with stories and feed content about their products leads to brand awareness, traffic to their online store, and a jump up sales at the events.

**REEL VIEWS: 15K**

**LIKES: 204**

**COMMENTS: 35**

**SAVES: 11**

**[LINK TO REEL](#)**



## L.K. BENNETT

I have worked with L.K. Bennett for over eight years, hosting annual events for women at the stores in Central London to offer them one-on-one advice and aid in their shopping. This event welcomed over 80 women to the L.K. Bennett store each time and was organised by Odgers Berndtson.

**REEL VIEWS: 14K**

**LIKES: 289**

**COMMENTS: 56**

**SAVES: 29**

**[LINK TO REEL](#)**



## PUBLICATIONS

### Daily Telegraph articles

[What finally listening to my mother-in-law taught me about style](#)

[Fashion Advice](#)

### Darling Magazine

[Know your colours](#)

### Essence

Style Editor from March 2013 to May 2015

## AWARDS BY COLOUR ME BEAUTIFUL

Best Newcomer Award 2009

Outstanding Contribution Award 2010

Bronze Award 2012

Special Recognition Award 2013

Bronze Award 2019

## MODELLING & SHOWREELS

### Duo Boots

A luxury brand specialising in hand-made boots from Portugal crafted from the highest quality leathers and materials and with a range of eight different calf sizes.

[Modelling](#)

### The Presenter studio

[Showreel](#)

### Ambrose Wilson UK:

[Modelling](#)

# Client Testimonials



We have worked with Anita for the last few years when she joined us at our annual ladies' event for senior female executives at L.K. Bennett. She has been instrumental in helping some of our clients dress appropriately and professionally so they can feel confident in existing and applying for new roles. She gives them this confidence by arming them with a specific tool kit of colours and styles of clothes, which help them look professional. Our guests love her presentation style, pitch, and content; she delivers something different that goes down extraordinarily well. She is a pleasure to work with.

*Jane Dessar, Managing Partner, Head of Retail, Consumer, Travel, Leisure & Hospitality Practice, Odgers Berndtson*



Anita immediately puts you at ease with her warmth and kindness. I learnt so much from the session - the confidence I have gained from the knowledge about colour match, body shape and make-up to complement my skin tone is priceless.

*Tania, 49*



Thank you so much for a great workshop. I felt like I'd lost my way, but you've got me back on track and motivated. I'm looking forward to the freedom of having a well-thought-out wardrobe instead of gathering clothing items in a random way.

*Katie, 49*

## RADIO AND OTHERS

[Featured on Brooklands Radio](#)

[Metier Rendezvous - Metier Affiliate Spotlight |Introducing Anita Feron Clark of feron clark style](#)



## PODCAST APPEARANCES

[Enough. The Podcast - De-sheep your style. with Anita Feron Clark](#)

[Just Bloody Post It Podcast - From frustrated about followers to viral Reels star with stylist Anita Feron Clark](#)

[Liberte Free to Be - Finding Confidence in Your Wardrobe with multi-award winning personal stylist, Anita Feron Clark](#)

# “ Endorsements ”

**Anthea Turner** - Public figure

**Charlotte Kirk** - British film actress

**Cliff Bashforth** - Director, Colour me Beautiful

**Debbie Blott** - Founder of the decor cafe: <https://decorbuddi.com>

**Deborah Cohen** - Science Editor BBC and ITV

**Dr Bella Smith** - NHS GP and co-founder of @thewell\_hq

**Dr Mandy Lehto** - PhD, Executive Coach and entrepreneur

**Natalia** - Influencer @shedreamsofgucci

**Ellen Lewis** - Publisher and scholar @eolewis1029

**Emily Jane Johnston** - writer @emilyjanejohnston

**Emily Quinton** - Photographer, author and speaker @emilyquinton

**Hayley Karseras** -digital creator @ladyofthemanor77

**Helen Perry** - Marketer @\_helen\_perry\_

**Jane Dessar** - Managing Partner, Head of Retail, Consumer, Travel, Leisure & Hospitality Practice, Odgers Berndtson

**Jane Michell** - Founder of Jane Plan

**Marie-Louise Pumfrey** - PR @mrsmlmode

**Marja-Leela Townsend** - Editor of Darling Magazine

**Maxine Laceby** - Co-founder of Absolute Collagen

**May Simpkin** - Nutritionist

**Marie-Louise Pumfrey** - PR @mrsmlmode

**Sarah Haran** - Luxury Handbags

**Severine Menem** - Nutritionist and published author @severinemenem

**Surrey Frills** - The voice for fashion and beauty in Surrey @surreyfrills

**Sezane** - Mathilde Rasamoely, PR & Communication

## CONTACT DETAILS

### Let's collaborate!

For any further questions and to explore how we can work together, feel free to reach out at:



[anita@feronclarkstyle.com](mailto:anita@feronclarkstyle.com)



[feronclarkstyle.com](http://feronclarkstyle.com)



[@feronclarkstyle](https://www.instagram.com/feronclarkstyle)

Anita