



How to Build Your Union

A Session for Celebrity Stylists

- May 2023 -



Who are we?

How Did This Start?

- We are the first ever Union that caters exclusively for Celebrity Stylists
- Conceived late 2021 by Michael Miller, with the help of Bectu we became active mid 2022
- We have held multiple smaller meetings to gauge interest, and this brings us to the current day with the launch of this presentation and an explanation of our plans moving forward.

What do we want?

- Improved Rates
- Fairer Treatment
- A Community
- Structure
- Standardised Contracts and Guidance

What Has Been Happening?

- Formed a committee
- Definition of the structure & literature for your Union
- Met with clients' teams, management and employers
- Speaking with media outlets (i.e., WWD, British Vogue, Vogue Business & Puck), US Celebrity Stylists & Fashion Authorities (BFC & BFMA.)
- Started a newsletter



What is Bectu?

- The union for non-performing roles in film/tv, cinemas, arts, theatre, live events & leisure
- 40,000 members across the UK –employees, casual and freelance
- Has relationships & written agreements with employers across the creative sector
- Set pay rates & guidance in workplaces and in national ratecards/agreements

What is a Trade Union?

- A resource to facilitate what you want to do
- Pay, advice & support
- Acts as a mediator on your behalf.
- A community to improve your industry
- It's YOURS! Your Bectu official can help you build it
- This only works if you join and participate

Six Benefits of Joining

<https://bectu.org.uk/member-benefits/>



- Improved pay, T&Cs & working conditions
- Help chasing monies owed
- Independent employment advice & support (including legal advice when appropriate)
- Public Liability Insurance
- Training –vocational and for reps
- Networking

Rates: What Do You Take Home?



- Bad rates and high expectations are crippling us
- As a business it is vital to understand the numbers and know your take home pay
- Knowing this helps you understand when a rate is bad

Rates: Factors to Consider

- Expenses - on average 25-30% of each job
- Agency commission - 20%
- Number of hours worked
- The number of looks needed
- Exchange rates/fees
- Day to day running costs of business
- Private pensions - a minimum of 10 -15% of earnings

Most days we walk away with less than minimum wage



For example:

60 looks a year on Netflix's usual (all in) \$500 a look rate = \$30,000

Take away 20% Agency followed by 30% expenses = \$16,800 (approx. £13,500) for a year's work.

All before tax!!!





What Can We Do to Improve Things?

Build Community

- A network, with the goal of clarity - a place where we all feel safe to discuss our rates, needs and difficulties - where we feel supported professionally by one another
- Solidarity, a space where we can all agree not to undercut each other

Set Fair Rates

- New rate model based on both time worked and number of looks required
- Create 'rate card' which will detail your union approved bare minimum stylists and assistants must be paid for different jobs
- Rates based on experience
- Higher rates for out of hours, weekends and last-minute requests
- End of long payment terms
- Expenses **MUST** be separate from fees

Create Guidance for Stylists

A guidebook to covering topics in a clear and simple way to help you navigate the often-confusing world of the Celebrity Stylist's job

Topics include:

- **Negotiation & the deal memo:** How to negotiate effectively, 'what is a deal memo?' & the importance of adhering to them
- **Terms & Conditions -** A clearly defined document that states your requirements from the client for you to accept each job
- **Brand Deals:** How to broach paid work from brands, the types of partnerships they offer and how to negotiate these with client's management
- **Invoicing & Payment Terms:** A clear explanation of your rights when it comes to being paid

Create Guidance for Stylists (cont.)



Topics to include (cont.):

- Agents: Understanding how agents work, how to deal with them and how to stand your ground
- Mental Wellbeing: How to cope with the stresses of the job – what treatment is and isn't acceptable from clients and their teams?
- The 'Bat Phone': An email chain that helps communicate with fellow celebrity stylists when a fee is far too low, turnaround time is too short or if you need a query answered –to collectively reject unacceptable working conditions

Create Guidance for Clients



- A 'Styling 101' that detailing the ins and outs of our job, a Bectu endorsed document that helps the client to understand the complexities of the job – breaking down all the working processes, timescales and costs incurred
- Topics include: the styling process, expectations, sizes & client tier level, editorial & stock/spec shoots, brand relationships, treatment of clothes, stylist & client responsibilities
- A document to help explain the importance and working processes of the stylist's role to clients, their teams and corporate - to help them understand our value and why we need fair budgets, time and treatment to complete the job effectively

What You Can Change Right Away!



- Send a deal memo with every job
- Set boundaries by creating your own terms and conditions that work for you
- Turn down \$500 per look jobs
- Ask clients to cover all expenses on jobs where there is no expense budget - a fee is a fee and should not be all in
- Set a requirement of a minimum of 5 working days to work a job before a fitting
- Set working hours
- Charge clients per day for late returns
- Join Bectu!

Talk!

- It's important you talk to clients and their teams.
- Choose a small number you trust and discuss why you are struggling.
- Be honest about your feelings, treatment and pay. A good client/team will want to help you!
- Try to be understanding of their difficulties too.
- We are all on the same side.

What Next?



- Work towards building a ratecard
- Set up our own union website
- Creation of deal memo templates
- Creation of Guidance
- Stand up for yourselves & each other
- Participate in the building of your union
- Follow your union on Instagram @celebritystylistsunion
- Join Bectu & ask colleagues to join



Thank You!

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www.bectu.org.uk

 @celebritystylistsunion