

Gemma Silcock

Interiors & Set Stylist · Shoot & Creative Production

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PROFILE

Interiors and set stylist with 12 years' experience creating commercial and editorial imagery for brands including Next, John Lewis, adidas, Laura Ashley and Morris & Co. I take shoots from brief and concept through mood boards, set design and production to final imagery, working closely with art directors, photographers and set builders. At Next I lead and brief in-house and freelance stylists, turn creative briefs into concepts and scamps, give hands-on set direction, and have trained 10+ junior stylists. Calm under pressure in a high-volume studio. Now looking to step up to a senior stylist, art director or creative producer role.

SELECTED BRANDS

Next · John Lewis · adidas · Topshop · JD Sports · ASDA · B&Q · Cath Kidston · Laura Ashley · Morris & Co · French Connection · MADE · Nina Campbell · Shabby Chic · Poodle & Blonde · Topps Tiles

KEY SKILLS

CREATIVE Interiors & set styling · Prop styling · Set design · Concepts & scamps · Mood boards & presentations · Style guides · Art direction · Trend research

LEADERSHIP Briefing & leading in-house and freelance stylists · Mentoring, 1-to-1s & performance reviews · Training & new techniques · Shoot planning & resourcing · Studio & location shoots · Senior stakeholder communication

SOFTWARE Adobe Photoshop & InDesign · SketchUp · Microsoft Office · Gemini & AI creative tools

EXPERIENCE

NEXT

Feb 2023 – Present

Interior Brand Stylist

Jun 2023 – Present

- Interiors & set stylist on 2025–26 campaigns and editorials for brands including Cath Kidston, French Connection, Laura Ashley, MADE, Morris & Co, Poodle & Blonde and Shabby Chic; **art director on Nina Campbell's 2026 campaign**.
- Lead and brief in-house and freelance stylists, photographers and shoot teams, giving hands-on set direction across **40+ studio and location shoots** and up to **5 sets a day**.
- Turn creative briefs into concepts, scamps, mood boards and test presentations to agree the look before shoot day; keep studio style guides up to date for consistent imagery.
- Styled a Nina Campbell lighting and set test that was approved by Next's Director of Labels and run as editorial.
- Trained and mentored **10+ junior stylists** through 1-to-1s, performance reviews and new styling techniques.
- Research interior trends, competitor activity, Pinterest and Instagram to keep imagery commercial, and use Gemini and AI tools to speed up concepting.

Still Life Stylist

Feb 2023 – Jun 2023

- Produced still life product imagery to Next brand guidelines and daily studio deadlines.

STUDIO.CO.UK Online catalogue retailer

Aug 2017 – Feb 2023

Interior & Fashion Stylist

- Styled editorial, PR lookbook, still life, fashion, home and leisure imagery for Studio's online catalogue, tailoring each range to its brand identity and audience.
- Planned and ran shoots with photographers, art directors and set builders, from mood board to final imagery.

FREELANCE

Apr 2014 – Aug 2017

Stylist

- Styled commercial shoots for adidas, John Lewis, JD Sports, Topshop, ASDA, B&Q, Topps Tiles, Nutmeg Clothing and Supply & Demand.
- Developed concepts from client briefs and coordinated photographers, art directors and set builders through to final imagery.

EDUCATION

BA Fashion Promotion and Marketing · London College of Fashion