



TELEVISION**STYLE**

*Media*  
Design  
Agency



# 25 years

## of images and fashion

Since its inception in 1998, TELEVISIONSTYLE has been committed to supporting television channels and the audiovisual production industry in the broadest sense, in the development of relevant, coherent and rewarding clothing identities and enhancing their programmes and their teams of on-air speakers - journalists, presenters, artists and sportsmen.



# 1<sup>st</sup>

## Media Design Agency in France

News, sports, magazines, entertainment, fiction or advertising, on-air and off-set, virtual or real, our designers will adapt to all your projects. Many news and sports channels (France Télévisions, France Info, BFM, France 24, Canal+) have chosen us as their preferred partner for their clothing identity. TELEVISIONSTYLE can take care of the individual premium styling of a programme, as well as the overall design of the channel. The agency sets up group dressing rooms (up to 250 journalists), and can source and match up to 12,000 profiles per year.

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# STYLE *enhancer*

Since 1998, the TELEVISIONSTYLE agency has been contributing to the clothing identity of the major news channels in the French audiovisual industry. Our strength? A unique double focus on 'fashion and media' that is part of our DNA, enabling us to anticipate the needs of production teams, offer smoother fitting and dressing processes, and constantly innovate in order to imagine new solutions that are tailor-made for our partners.



# OUR IDENTITY

Experts in media design  
broadcast, print, digital and events  
*for over 25 years.*



# 850

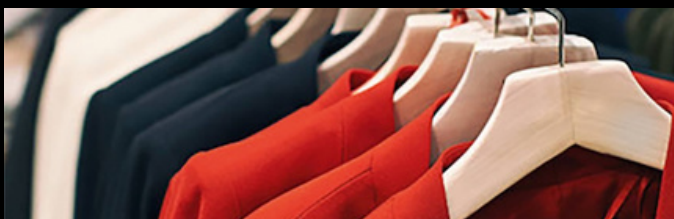
personalities

journalists, presenters, artists, sportsmen  
dressed by the Agency since 1998.

# 70

producers

advised on 350 different  
programmes.



# 1600

brands

sourced by our stylists  
and broadcasted on television.

# 13

TV Channels

have their own clothing identity  
created by the Agency.



## A TEAM OF PASSIONATE & VERSATILE SPECIALISTS

With backgrounds in audiovisual production, styling and modelling as well as experience in communication and marketing, our intergenerational team brings together a variety of passionate and versatile profiles, well-versed in the challenges of the audiovisual industry. Since its creation, our agency has constantly surrounded itself with talents who share the same approach to images and who have a sharp eye for the media impact of style: a team described by its clients as having «a true professional rigour as well as an authentic approach to the profession».



**France Thébaut**  
Founder, CEO



**Carine Torrent**  
Associate Stylist



**Virgil Venak**  
Creative Director



**Cécile Moulon**  
Project Manager, Stylist



**Nicolas Joyez**  
Dresser Stylist



**Axelle Breton**  
Executive Assistant  
Communication Manager



**Jordan Renou**  
Styling and Logistics Assistant



**Maëva Deveau**  
Stylist and Brand  
Relations Assistant



**Gabriel Lanzéré**  
Photojournalist

# OUR METHOD

## *A turnkey professional solution*

From the initial brief to the dressing room on D-day, TELEVISIONSTYLE teams are mobilised to assist and listen to their partners. Its experience with producers and media personalities has enabled the agency to put in place a clear and efficient method to respond in the most appropriate way to each request.

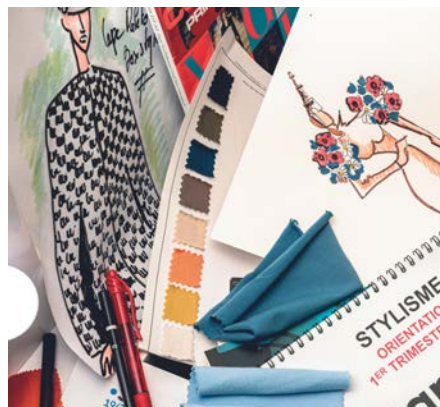
### FIVE STEPS TO REVEAL YOUR STYLE



1.

## **DIALOGUE & EXPERTISE**

It all starts with understanding your needs. It is essential to assess your media context and respond to your issues in a relevant and appropriate way.



2.

## **STUDY & MOODBOARD**

During the study phase, we explore several options before showing you our mood board. Your feedback allows us to fine-tune our proposal and define with you an illustrated charter that guarantees the channel a coherent image and allows the autonomy of journalists and TV presenters.

« Because each client is unique,  
each project is a creative challenge that allows us  
to innovate and surpass ourselves. »

## Innovate to make you look *your best*

As part of ongoing  
innovation, the Agency  
is able to adapt its method  
to each individual  
project to offer its  
partners tailor-made solutions.



3.

### SOURCING & SHOPPING

Based on the validated guidelines, we select the most suitable pieces adapted to the personalities' clothing tastes, as well as to the production and channels requirements. Our address book opens the doors to more than 800 brands, which allows us to offer very specific shopping.

4.

### TRYING IN THE DRESSING ROOM

Fittings are a key moment in the styling process. Our stylists are accustomed to working in the intimacy of dressing rooms and intervening efficiently, with discretion and professionalism.

5.

### DRESSING ON SET

On the sets our stylists deal with logistics, dressing, alterations and ironing together with the production teams. Both on set and live, our stylists manage the styling of the personalities with great skill and attention to detail.





# MAKING YOUR LIFE *easier!*

We take care of a wide range of aspects that go beyond the styling service to make your life easier! During your events, productions, shootings and filming, we manage the styling teams and the fashion partnerships. The administrative, accounting,

social, legal and logistical management of each project is an integral part of our overall service.

« Our aim is to solve all the little problems that producers may encounter. »

**France Thébaut,**  
Founder, CEO

TELEVISIONSTYLE's offer covers all the essential services of media design. It is structured around 8 major fields of action : global style consulting, sourcing of clothes from a range of 800 brands, creation, personalized support, on-set dressing, dressing room logistics, operational services and events.



# *Our* SERVICES

# Style advice

The styling of a media personality is 50% of the programme membership »

**France Thébaut,**  
Founder, CEO



## How do we approach global styling ?

By relying first on the channel's DNA, audience and artistic charter, we ensure the stylistic coherence of the speakers according to a previously defined identity. And what about individual styling ? TELEVISIONSTYLE evaluates the on-air environment of each media personality beforehand : programme, lighting, framing, body type and clothing style. Each exposure parameter contributes to the moodboards that guide the stylists' shopping.

# 13

## TV channels

have entrusted us with their dress style identity.





# Sourcing & shopping

« Our ability to spot trends  
and cover a very broad spectrum of fashion brands  
is our strength. »

Carine Torrent, Associate Stylist

## 1600

**brands outsourced**  
by our stylists and  
broadcasted on  
television.

## 570

**brands of  
sustainable fashion**  
have been assessed.



**From a large address book of brands,**  
TELEVISIONSTYLE selects the most suitable pieces for  
styling the channel's image and personality. A variety  
of haute couture, ready-to-wear and designer  
shoppings are made every day, based on a "loan for  
visibility" exchange model. Moreover, as sustainable  
fashion is part and parcel of TELEVISIONSTYLE's DNA,  
responsible sourcing is part of our expertise.



# Media styling creations

« TELEVISIONSTYLE designs and produces costumes in either single or series productions for your special programmes and digital events. »

Virgil Venak, Creative Director



## Miss France

For 6 years, we created and manufactured the main costumes for the show produced by Endemol and broadcasted on TF1 Channel.



## Chaumet

Creation of the costumes for the presentation of the Chaumet collection in Monaco by Shortcut.



## Hausmann Committee

Design and production of the Hausmann Committee uniforms for Shortcut.



# Personalized support



« During the fittings, we deal with intimacy. Building dialogue and trust are paramount. Trust takes time to build up and when it is there, the result reflects in the captured image. »

**Carine Torrent**, Associate Stylist



**For the fitting appointment, the styling team welcomes the personalities in the dressing room** and can meet the on-air speakers, according to the production team's directives. Each personality is offered several profiles, depending on their media context and outsourced according to their clothing preferences. The approved designs are then processed, altered, ironed and stored for the day of the shoot.





# Set dressing



**For the dresser, every detail counts :** checking a tie knot, rearranging a shirt collar, making a last-minute hem in record times or ensuring a quick change-over during a live commercial break. Efficient, discreet and orderly all at the same time, the dresser accompanies the personalities throughout the shooting, both on set as well as in the dressing room.

## 4400

hours

of dressing for all  
channels on average  
each year.



# Staging the *dressing room*

« Before a shoot, personalities often look for quietness in the dressing room, to disconnect and concentrate on what comes next. »

Nicolas Joyez, Dresser Stylist

**As a privileged place for pre- and post-shooting,** the dressing room guarantees privacy for fittings and offers a space for conviviality. The dressing room used by TELEVISIONSTYLE's team is an organised space. On the logistical side, there are racks with clear signage by size and personality so that everyone's space is clearly identified. The tools that are necessary for the maintenance and comfort of the dressing room are of course provided, including a mirror, an ironing board and an iron, hangers and dedicated signage.





# *Fast & efficient* logistics

TELEVISIONSTYLE's efficient and proactive dry-cleaning and courier partners guarantee a smooth and reassuring styling service for its clients, every day.



« TELEVISIONSTYLE's desire for 2023 ?  
To carry out a larger part of  
our services by bike to limit  
our greenhouse gas emissions ! »

**Cécile Moulon**  
Project Manager, Stylist

## **A daily courier service**

ensures the return of purchases to the brands, unforeseen shooting events and unexpected requests.





For all your events, entrust your styling to experts. Helping an executive during media coverage ? Offering star treatment to your privileged guests ? Styling your hostesses to enhance the scenography of your event ? This is the job of our teams and the expertise of the Agency. Thanks to its creativity and responsiveness, TELEVISIONSTYLE guarantees the visual impact of your events. And for our partners who are interested in offering 'smart' and responsible incentives, we offer immersive themed events ; "tailor-made" variations on fashion, from a cultural, sustainable or fun perspective.



# *Fashion Design* EVENTS

# Scenography *through costume*

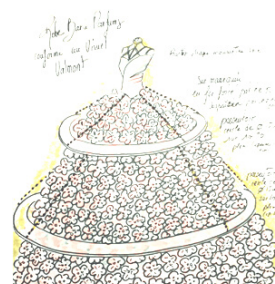
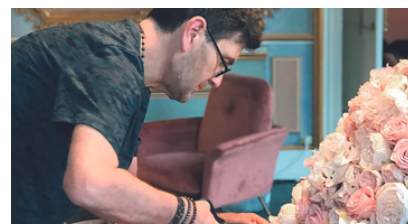


Perfection hides in the details. Give depth and character to your events thanks to the scenography through costume. A creative and ingenious way to express your creativity and leave a positive impression upon your guests. We design and manufacture, from sketches and prototypes, all kinds of uniforms and special costumes, individually or in bulk, to bring your events to life and give them a real visual identity through the use of clothing.

## Our projects

### VALMONT

Launch of the VALMONT collection for the BLACKLEMON Agency. Creation of the masterpiece of the event : a dress with 7 000 flowers.



# Design & production *of uniforms*

## Exhibitions, trade fairs, conferences, roadshows...

From the idea to the production stage, from the first sketches to the final prototypes, our experts will guide you in the creation and personalization of your uniforms.



## Our projects

**Hôtel de Crillon** Design of the uniforms of the hosts and hostesses for the reopening of the Hôtel de Crillon.

**BMW** Design and production of the BMW hostess uniforms with Florence Doré Agency, Paris Motor Show.



## SOS Shopping

Our themed kits allow you to accessorise the basic pieces of your existing wardrobe to give your uniforms their own style while respecting your dress codes.



# Print & digital design

A photo production project in mind ? Entrust the styling of your campaign to our team of specialists and enjoy a targeted and varied wardrobe. We will take care of the setting-up on-site as well as the dressing-up and assist you from the brief to the shooting to meet the objectives of your campaign.



## Design of your campaigns in all media

- EDITORIAL
- ADVERTISING
- CATALOGUE
- DISPLAY

## Production management

- SHOOTING/SET DESIGN
- STYLISH DESIGN
- DRESSING
- MAKE-UP
- HAIRSTYLING

# Personal shopper

An evening gown for Cannes film festival ? A perfectly-cut suit for a filmed conference ? Our team of specialists is here to help you showcase your style. Our media experience is your guarantee for sharp and relevant styling, geared at adapting the challenges of your event and

integrating the essential media codes. We intervene within 48 hours and offer a range of clothes according to each situation. Fittings can be organised at the personality's home, at the event site or at the Agency's Parisian Showroom.



## Style consulting for executives

Who is it for ? In what setting ? What framing ? To determine the ideal outfit, we take into account all the exposure parameters of your event to anticipate the smallest details and guarantee the impact of your public appearance.





# Animations *design*

Because the world of fashion fascinates us and interests our partners, we offer special animations to enable them to approach our business profession from different angles. There are three events, and three different and original approaches to fashion design that invite them to discover fashion from a cultural, sustainable or fun perspective.

## Immersion in *sustainable fashion*

### The service includes :

**01. CONFERENCE** / SPECIALISED SPEAKERS TO MAKE YOUR TEAMS AWARE OF RESPONSIBLE FASHION.

**02. STYLING** / A 100% SUSTAINABLE FASHION WARDROBE WITHIN YOUR COMPANY TO DRESS YOUR TEAMS FOR A SHOOT.

**03. STUDIO** / A STYLISH PHOTO SHOOT THAT ENHANCES EACH EMPLOYEE AND MAKES SENSE TO YOUR CORPORATE PORTRAITS.

**04. DELIVRABLES** / HD VISUALS AND EDITORIAL CONTENTS TO ASSERT YOUR CSR ACTION.



Combining the pleasant with the useful ? Yes, we can ! Immersion in sustainable fashion seminars is meant to raise awareness of company employees, with a professional photo shoot for all participants. Choose your outfit from a showroom of more than 500 pieces from the sustainable fashion circuit, get dressed and pampered by our stylists, enjoy the coaching of a photographer to reveal the best in you and share your company's CSR values.

## « 100 years of fashion » themed- fashion show

A unique concept-based fashion show : 100 YEARS OF FASHION embodied by 8 models and 24 silhouettes inspired by the leading models and the key fashion designers of the 20th century.



### The service includes :

- ARTISTIC DIRECTION OF THE SHOW
- CREATION
- STYLISH DESIGN
- CASTING & BOOKING
- CHOREOGRAPHY
- DRESSING
- MAKE-UP
- HAIRSTYLING



## *The style dressing rooms reveal the star in you*

Ready for the transformation ? TELEVISIONSTYLE offers you a real makeover experience. Our style and image experts unfold your potential and reveal the star in you. A magical and unforgettable experience in our mobile dressing room.



### The service includes :

#### BEAUTY MAKING

- STYLISM
- MAKE-UP
- HAIRSTYLING

#### PHOTO STUDIO

- PHOTOGRAPHER
- STUDIO & LIGHTING
- LIVE PHOTO PRINTING



TELEVISIONSTYLE's Agency develops initiatives to promote sustainable fashion among its partners and respond, through its own means, to the ecological and societal challenges facing the fashion and clothing sectors. It is also committed to passing on information, mainly through its "TELEVISIONSTYLE FACTORY" training programme, key to the ethical and responsible practice of the business, to future fashion professionals in the field of fashion design.



# *Sustainable & Responsible* DESIGN



# OUR COMMITMENTS

## **Yes to *sustainable fashion***

Expand the offer of "responsible brands"  
in our media styling services

Develop upcycling workshops and social  
and solidarity fashion workshops

Provide our customers with a more ecological  
and sustainable service offer

Reduce our ecological footprint  
on a daily basis

### **Making «chic» rhyme with «éthical»**

TELEVISIONSTYLE's Agency is a signatory of the ECOPROD charter, which promotes audiovisual and film productions that respect the environment. By signing this charter, TELEVISIONSTYLE contributes to

the CSR approach of its clients through its styling services. We wish to actively participate in the development of sustainable fashion by raising awareness of the audience and future generations about the impact of over-consumption and proving that "chic" can also rhyme with "ethical".

### **Promoting French know-how**

In addition, TELEVISIONSTYLE is committed to promoting French know-how certified by the INMA (equivalent to National Institute of Art Trades and EPV (equivalent to Heritages Companies) and designers supported by the French Federation of Women's Ready-to-Wear and by the DEFI La Mode de France.

#### OUR PARTNERS

ecoprod



INSTITUT  
NATIONAL  
MÉTIER  
D'ART



570

SUSTAINABLE BRANDS APPRAISED  
BY TELEVISIONSTYLE  
SINCE 2019.

MORE THAN

500

RESPONSIBLE SILHOUETTES  
PROMOTED AND BROADCASTED ON  
TELEVISION IN 2020 & 2021.

# OUR MASTERCLASSES

The masterclasses developed by TELEVISIONSTYLE convey the values of fashion and image to French and international students



## Sharing *the know how*

Fashion design and audiovisual production have one thing in common : they have remained essentially craft trades. This means that they retain a strong human dimension and call on specific skills and know-how that TELEVISIONSTYLE's Agency wishes to give to future generations, both within its team and also through the training courses it provides.



## Training *the designers of tomorrow*

The experts of TELEVISIONSTYLE's media design Agency interact with many media professionals on a daily basis. The Agency's team is increasingly sought after for internships, exchanges of experience, and training sessions... To meet this growing demand, TELEVISIONSTYLE has launched a related activity by developing its masterclasses to support people who wish to become professionals in media styling.

### TELEVISIONSTYLE FACTORY

is a place dedicated to masterclasses.

It includes a showroom space, a 1,000 items of clothing cloakroom, a workshop, a photo and video studio, a dressing room, and equipped offices.

### FOCUS

At the end of each session, the trainees will have acquired new professional skills, both individual and collective, that will enable them to get jobs such as media stylists, photo stylists, TV and film dressers, showroom and fashion shows dressers, assistant stylists, costume designer assistants, fashion stylists, personal image coaches, personal shoppers and audiovisual industry-related jobs.

# The 6 fundamentals of *media design*

## Masterclass 1

IMAGE CULTURE  
AND CONTEXTUALISATION  
OF FASHION DESIGN

## Masterclass 2

CREATION OF CLOTHING  
IDENTITIES FOR  
THE MEDIA

## Masterclass 3

SOURCING FOR  
MEDIA STYLING :  
GOING SHOPPING

## Masterclass 4

STAGING A DRESSING  
ROOM IN A SHOOTING  
SITUATION

## Masterclass 5

MANAGING A PERSONALITY:  
CREATING AN IMAGE  
& FITTINGS

## Masterclass 6

ON-SET DRESSING

## Specialised *Masterclasses*

### Specialised Masterclass 1

A BRIEF HISTORY OF  
FASHION DESIGN FROM  
ITS ORIGINS TO TODAY

### Specialised Masterclass 2

SUSTAINABLE FASHION  
IN MEDIA DESIGN

### Specialised Masterclass 3

UPCYCLING AND  
EPHEMERAL COSTUME  
DESIGN CREATION



# OUR CLIENTS

*They trust us*

## Media Design

FRANCE.TV  
FRANCE.TV  
SPORT  
FRANCE.TV  
STUDIO  
M6  
CANAL +  
GROUP  
GROUPE TF1  
TF1 FACTORY  
TF1  
PRODUCTIONS  
TV5 MONDE  
ARTE  
C8  
H2O  
W9  
PARIS  
PREMIÈRE  
TMC  
D18 PARIS  
BFM TV  
FRANCE 24  
TÉLÉFOOT  
MÉDIA PRO  
FRANCE TÉVA  
RADIO FRANCE  
FRANCE INFO

MOUV'  
E! ENTERTAINMENT  
NRJ12  
EQUIDIA  
L'ÉQUIPE 21 SHINE  
ENDEMOL  
BBC  
WORLDWIDE  
FRANCE  
FLAB  
CARSON  
PRODUCTION  
EPHESIA AGENCY  
SANEF  
LES FILMS  
JACK FEBUS  
STUDIO  
MABOUL  
LITTLE BIG PROD  
LINK PRODUCTION  
VM GROUP  
KM PRODUCTION  
LA FRANÇAISE  
D'IMAGES  
FREMANTLE MEDIA  
ADVENTURE LINE  
PRODUCTIONS  
DMLSTV  
R ET G  
PRODUCTIONS

## Event

CHANEL  
CHAUMET  
GROUPE CLARINS  
GROUPE L'ORÉAL  
L'ORÉAL  
PROFESSIONNEL  
MISS FRANCE  
M&S LONDON  
SHISEIDO REVLON  
THIERRY MUGLER  
PHILIPPE  
SHANGTI STUDIO  
KERING GROUP  
FORBES FRANCE  
SHIVA  
ACOVA  
LE BAL DES  
PARISIENNES  
HEDIOS  
BMW  
NISSAN  
PEUGEOT  
EMIRATES  
ROYAL BANK OF  
CA-NADA (RBC)  
LABORATOIRE  
BIO-CYTE

FLORENCE DORÉ  
GALILEO  
INTERNATIONAL  
IFTM  
AGENCE BLACK  
LEMON  
SHORTCUT  
PARIS  
GL EVENTS  
HOPSCOTCH PR  
MAKHEIA GROUP  
AGENCE ICI  
LONDRES  
HÔTEL  
DE CRILLON  
LE SCRIBE  
L'OPÉRA DE  
SAINT-TROPEZ  
SHOWROOM  
PRIVE.BE

## In Partnership with :

ecoproduct



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MÉTIER  
D'ART



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TELEVISIONSTYLE

*Media  
Design  
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