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JODI WUESTEWALD

STYLIST: FOOD, WARDROBE, INTERIOR & PRODUCT

I am a versatile Stylist with more than 20 years' experience in food, fashion, props and interiors. With a proven track record across both photographic shoots and TV commercials, I have collaborated with a wide range of high-profile clients, photographers, directors and production teams.

Bringing a refined, adaptable skill set, styling enables me to express my passion for design and I delight in thinking through light, placement, colour and texture. I have a strong understanding of current fashion, interior design and food trends, and have developed excellent industry knowledge.

As a Lead Stylist, I can manage all aspects – from creative direction, responding to briefs, to sourcing and co-ordinating props, liaising with senior clients, styling execution on set and supervising assistants. My eye for detail, ability to adapt and strong organisational skills have consistently contributed to successful outcomes.

FOOD

- Several years experience in sourcing, preparing, styling and presenting food and props for photo and TVC.
- Apply extensive knowledge of culinary arts and food science principles to video and still formats.
- Regularly research and communicate the latest culinary trends to clients, photographers and directors.
- Developed and executed a wide range of food styling for TV commercials, cookbooks and photographic advertising.
- Coordinated and led food teams, including photo chefs and assistants for larger scale projects.
- Managed relationships with suppliers and collaborated with photographers and art directors to deliver successful food photography and film shoots, often working in fast paced and high-pressure environments.

Selected Projects

Client: A2 Milk TVC
Production: Daybreak Films
Director: Rhys Graham

Client: Bega TVC & Stills
Production:TBWA & Flipp Management
Director:Tony Rogers, Rob Palmer

Client: Ingham Stills & Video
Production: We Are Sprout
DOP : Matt Tabone

Client: 400 Gradi Cook Book
Production: New Holland Publisher
Photographer: Rochelle Eagle

Client: Altos Tequila Stills & Video
Production: Stills Rep
DOP : James Adam

Client: MAGGI TVC
Production: Guilty Content
DOP :Tony Rogers

Client:Virgin Airlines Stills & Video
Production:Virgin Australia
Photographer: Sue Stubbs, Richard Wang

Client: Coles Content
Production: Medium Rare Content
Director: Jack Steele

Client: Ferment for Good Cook Book
Production: Hardie Grant Publishing
Photographer:Tara Pearce

Client: Uncle Tobys TVC
Production: Rabbit Content
Director : Al Morrow

Client: Coles Stills & Video
Production: Red Engine
7 Network

Client: Helgas TVC
Production:The Sweet Shop
Director: Dylan Pharazyn

WARDROBE

- Regularly research fashion trends to fulfil production briefs for TV commercials and photographic stills.
- Extensive experience sourcing, coordinating and preparing costume, accessories and props on set for advertising campaigns.
- Provide expert fashion advice, curate wardrobes, carry out fashion styling and garment preparation to provide the most suitable style for all talent and brief.
- Create mood boards, collaborating with photographers, makeup artists and other creatives.
- Collaborate with clients and production companies to ensure all styling brief is met efficiently and professionally.

Selected Projects

Client: GMHBA TVC
Production: Guilty Content
Director: Chris Tovo

Client: Telstra TVC
Production: The Sweet Shop
Directors: Max Barden, Sarah Adamson

Client: AMEX Stills
Production: Photoplay
Photographer: John Laurie

Client: Spirit of Tasmania Stills
Production: Photoplay
Photographer: Mark Clinton

Client: Ford TVC
Production: Flint
Photographer: Andreas Smetana

Client: The Iconic TVC
Production: Exit Films
Director: Tom Campbell

Client: Jeep TVC
Production: Nice Bike
Director: Tony Rogers

Client: Toyota TVC
Production: Collider
Directors: Damon Cameron, Michael Corridore

Client: Crown Lager TVC & Stills
Production: Revolver
Director: Keith Ehrlich, Chris Tovo

Client: NAB Stills
Production: Photoplay
Photographer: John Laurie

Client: Medibank TVC
Production agency: The Producers
Photographer: Jon Webb

Client: Honda Stills
Production agency: Flint
Photographer: Andreas Smetana

Client: Westpac TVC
Production: Sidekick
Director: Grantley Smith

Client: ANZ TVC
Production: Guilty Content
Director: Tony Rogers

INTERIOR & PRODUCT

- Lead stylist on interior photoshoots, including editorial and commercial.
- Experienced in researching, sourcing and styling for photography and film shoots, both self-conceptualised and working to a brief from a Director.
- Applied my extensive knowledge of styling and design to bring concepts to life and create mood boards.
- Extensive experience styling shoots, both in-studio and on-location, managing all aspects of logistics within strict budgets and timeframes.
- Familiar with current product, design trends, and have extensive industry contacts.
- Excellent communication skills and strong working relationships with photographers, assistants, talent, production crew and clients.

Selected Advertising Projects

Client: Target TVC
Production: Collider
Director: Ben Briand

Client: Target TVC
Production: Collider
Director: Rob Stanton Cook

Client: Target
Production: The Sweet Shop
Director: Ornette Spenceley

Studio-based Product Stylist

Kmart Product Stylist, 15 years
Wellcom Studios

Target Product Stylist, 10 years
Wellcom Studios

Myer Product Stylist, 5 years, One 20 Studios

Client: Hotondo Homes TVC
Production: Resolution Media.
Director: Stewart Van Eisman

Client: Bakers Delight TVC
Production: Mr. Smith
Director: Craig McLean

Client: Mattel TVC
Production: Airbag Productions
Director: Travis Hogg

Client: Eurangi Bondi Apartments.
Production: Positive Ape
Director: Andrew Coyle

Client: Sonos
Production: Poem group
Photographer: Ben Clements

EDUCATION

RMIT	Associate Diploma of Visual Merchandising
Melbourne College of Textiles	Certificate in Clothing Manufacture









