

Meet Shakaila Forbes-Bell

FASHION PSYCHOLOGIST, BEST-SELLING AUTHOR, CONSULTANT, SPEAKER, PODCASTER AND CONTENT CREATOR

GET TO KNOW HER

MEET SHAKAILA



Fashion Psychologist

@shakailaelise

BIO:

Shakaila Forbes-Bell is a Fashion Psychologist, consultant, TV commentator, founder of the platform 'Fashion is Psychology' and best-selling author of the book "Big Dress Energy". In 2016, she became the first Black person in the world to earn a postgraduate degree in the emerging field of Fashion Psychology. Her thesis investigating the impact of racial representation in fashion media on consumer behaviour was published in the International Journal of Market Research.

Throughout her career, she has worked with global fashion & beauty brands, including Depop, Maybelline, Next, and Stitch Fix and as the current in-house fashion psychologist for Afterpay, she helps brands and consumers alike understand the psychological significance of fashion and beauty trends.

She has lent her expert insights to This Morning (ITV), Lorraine (ITV), "How Do They Do It" (Channel 5), Breakfast Television in Canada and NBCLx in the USA. She has by-lines in Mr Porter, Marie Claire and i-D. She has been featured in numerous global publications such as Forbes, Sunday Times Style, Business Insider, Harper's Bazaar, Vogue Business and more.

GO MTEENTS

1

SERVICES & METRICS | PAGE 4-8

An outline of the many services that Shakaila can provide, from brand ambassadorship to campaign strategy insights backed by fashion psychology.

2

WORK PORTFOLIO | PAGE 9-14

Examples of Shakaila's brand work, writing and a look into her extensive media profile.

3

SHOWREEL | PAGE 15 - 23

Examples of Shakaila's TV work and professional photography.



SERVICES & METRICS



BIG DRESS ENERGY OFFERINGS

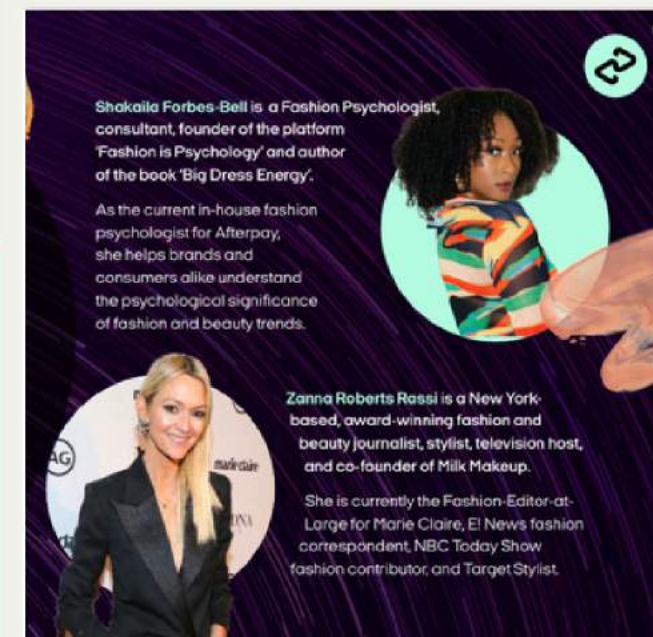
DIFFERENT WAYS
YOU CAN WORK
WITH SHAKAILA



WORKSHOPS



CONSULTATIONS



BRAND
AMBASSADORSHIP



CONTENT/WRITING



Calvin Klein

X

FASHION IS

psychology

WORKSHOPS

- 'What's next for communicating sustainability?' - The Global Fashion Summit
- 'The lifetime value of the luxury black consumer' - Brand Advance
- 'AI empowering creators and brands to elevate their content game' - Ben Labs
- 'The psychology of the modern consumer' - Depop
- Designing for wellbeing - YNAP

Contact shakaila@psychologyoffashion.co.uk for rates

CONSULTANCY | WORKSHOPS

CONSULTANCY

Shakaila can come in and consult on a forthcoming campaign that your brand may be working on to show how Fashion Psychology can support your marketing messaging. This would be over a series of sessions. Shakaila can also conduct one-to-one sessions with clients to show them how to implement fashion psychology principles in their day-to-day lives.

Contact shakaila@psychologyoffashion.co.uk for rates



CAMPAIGNS CONTENT

BRAND AMBASSADORSHIP

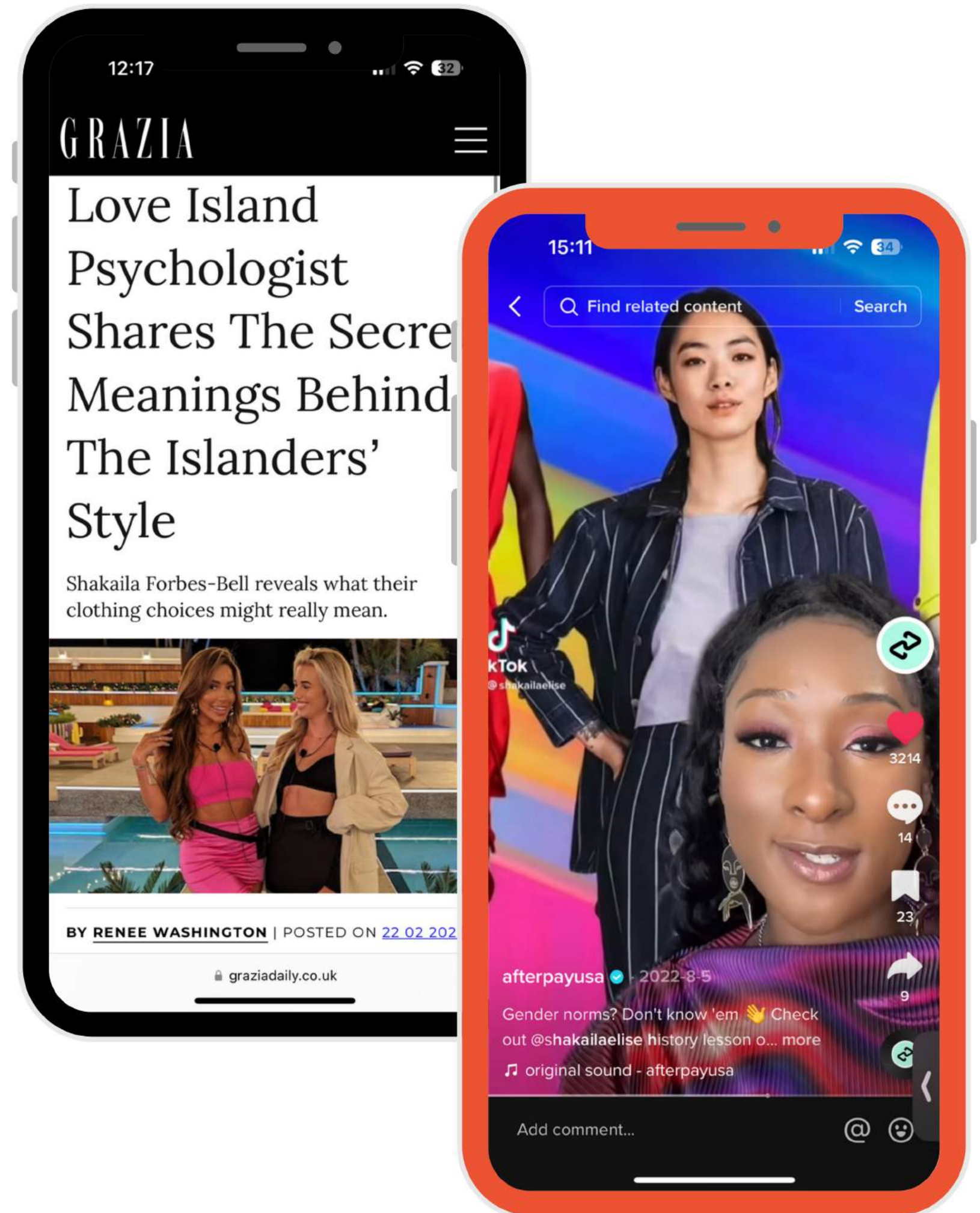
If you're launching a new collection, have Shakaila be one of your brand ambassadors and work with her to create an edit of the collection driven by her psychological insights. With her modelling experience, she can bring her unique style to any campaign. This can also include any consultation sessions, content creation, adverts and press.

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CONTENT & WRITING

Shakaila can create commentary to compliment any campaigns giving a perspective on how to shop your brand using the BDE principles. This would be a capsule collection of content which includes: an article for the website, quotes for press, social media content, and a sponsored article on her platform, Fashion is Psychology.

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CORPORATE TALKS

CALVIN KLEIN
VIRTUAL, APRIL 2024

In-House Workshop: The Science of Intentional Shopping

EGI WOMAN, RISE TOGETHER CONFERENCE
BARBADOS, MARCH 2024

Key Note, Dress for the Life You Want: The International Women's Day Breakfast Event

YOOX - NET A PORTER, THE KING'S FOUNDATION
LONDON, NOVEMBER 2023

Key Note, Designing for Wellbeing

AMBROSETTI, VENICE SUSTAINABLE FASHION FORUM
ITALY, OCTOBER 2023

Panel Member, Global Action Required: Persistent Environmental And Economic Issues

ENTAIN, INTERNAL HEAD OFFICE,
UK, OCTOBER 2023

Key Note, Keeping Barriers Broken

GLOBAL FASHION AGENDA, AMBITION TO ACTION
DENMARK, JUNE 2023

Key Note, Fashion Psychology and the modern consumer

CANNES LIONS FESTIVAL OF CREATIVITY, BRAND ADVANCE
FRANCE, MAY 2023

Panel Member, The psychology of the Black luxury consumer

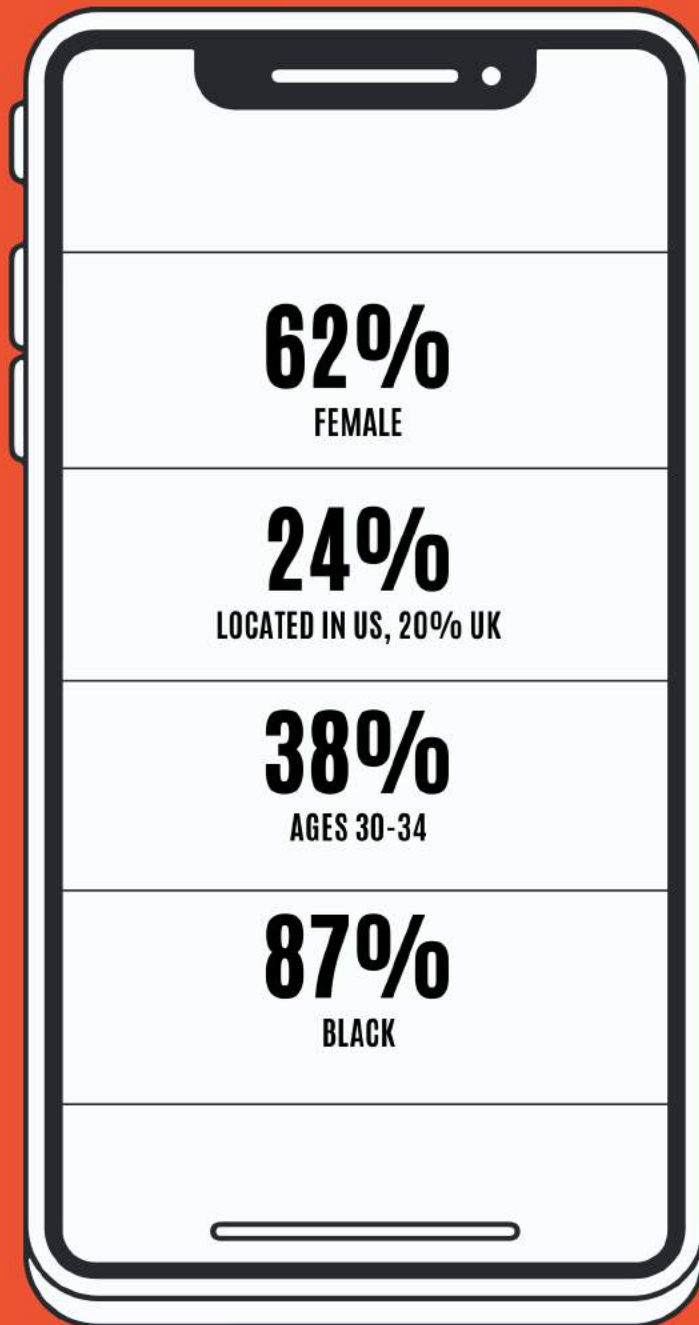
CANNES LIONS FESTIVAL OF CREATIVITY, BEN LABS
FRANCE, MAY 2023

Fireside Chat: AI Empowering Creators and Brands to elevate their content game

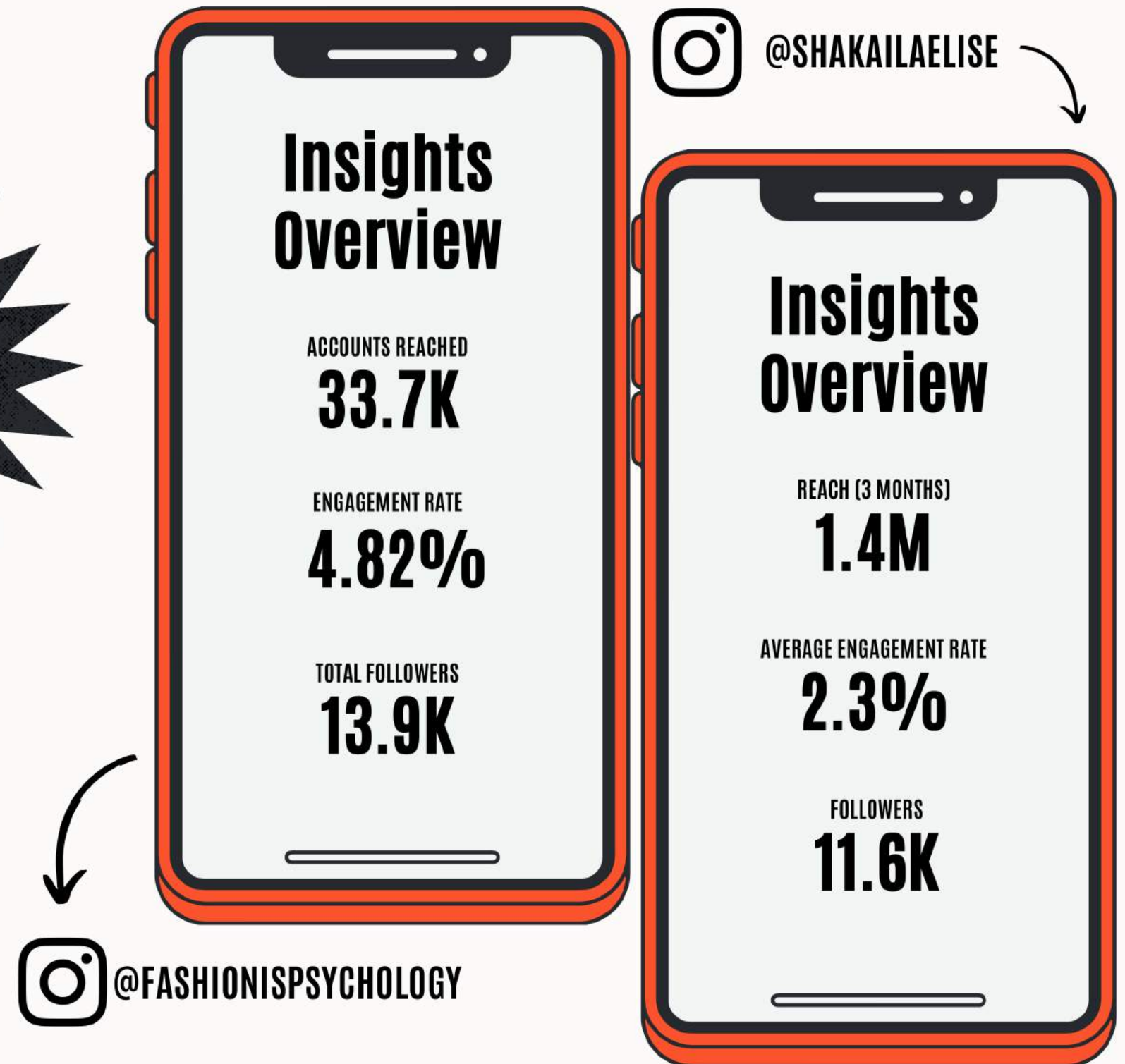
PASSWORD CONFERENCE
ESTONIA, JANUARY 2023

Key Note, Fashion Psychology and the modern consumer

AUDIENCE



ENGAGEMENT





WORK PORTFOLIO



BRANDS SHAKAILA HAS WORKED WITH...

FASHION,
BEAUTY & TECH

ebay x loveisland

MAYBELLINE
NEW YORK

YOOX
NET-A-PORTER
GROUP

afterpay

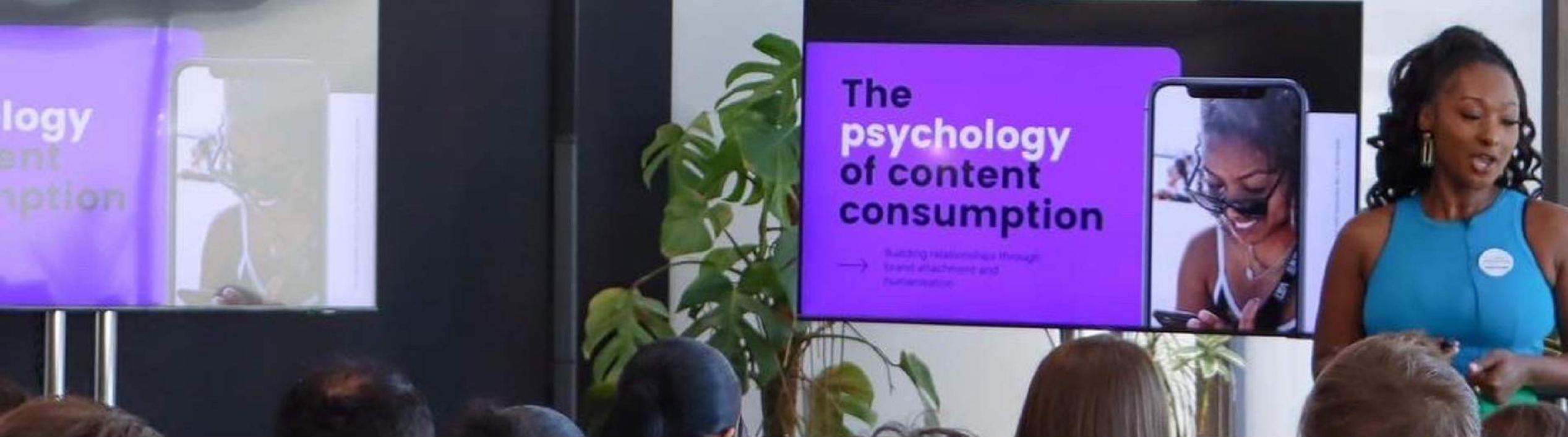
next

itv

Calvin Klein

depop

JOHN
LEWIS
& PARTNERS



RECENT WORK



MAJOR PUBLICATIONS SHAKAILA BEEN FEATURED IN

NOT
EXHAUSTIVE

Forbes

The Business of Fashion

BOF



REFINERY29

VOGUE

Harper's
BAZAAR

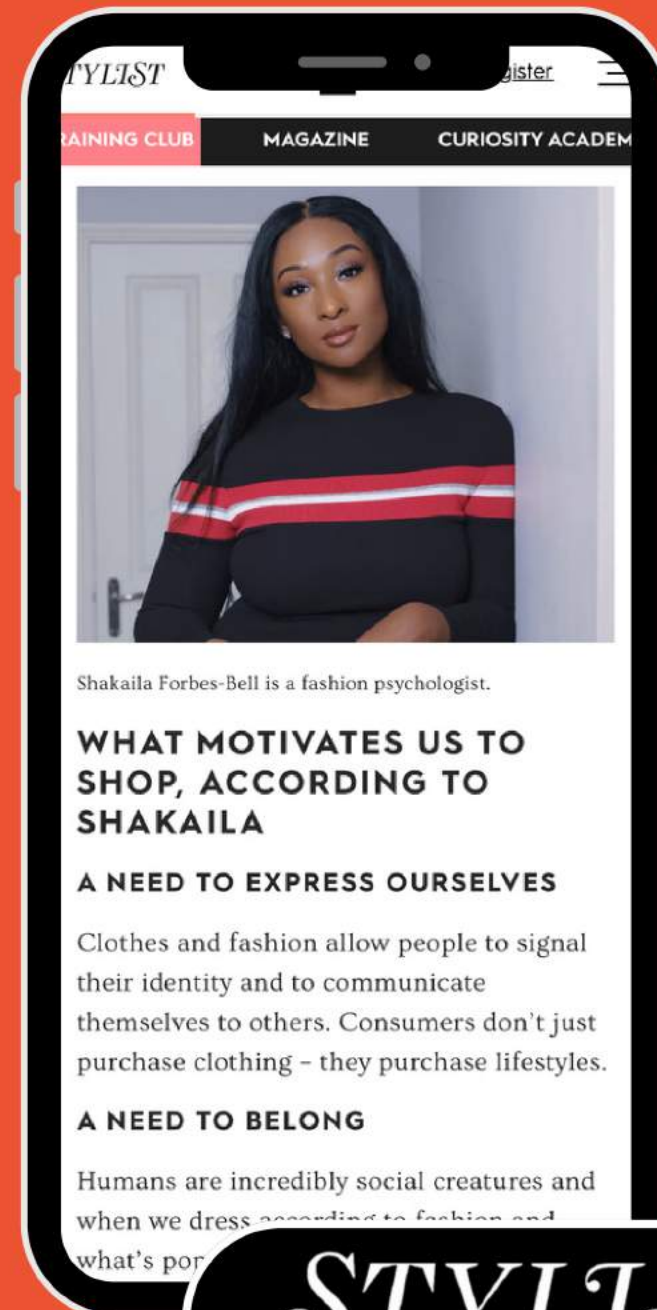
marie claire

**The
Guardian**

i-D

The  **INDEPENDENT**

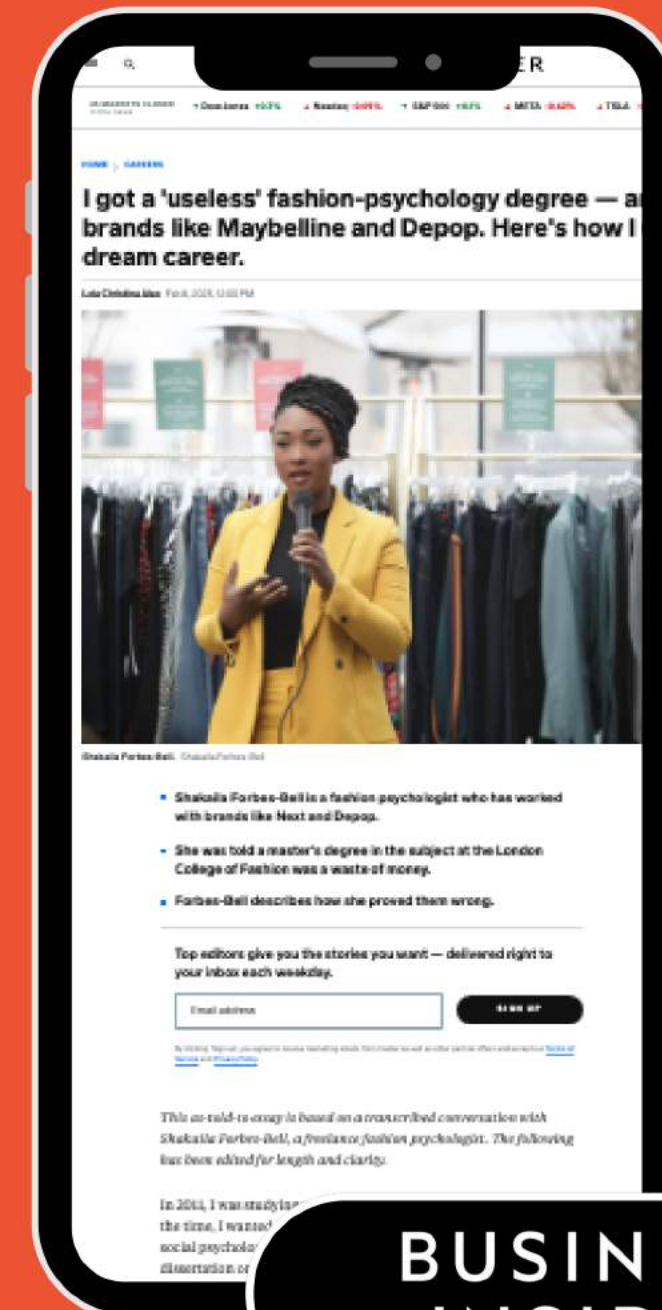
PROFILES



STYLIST
MAGAZINE

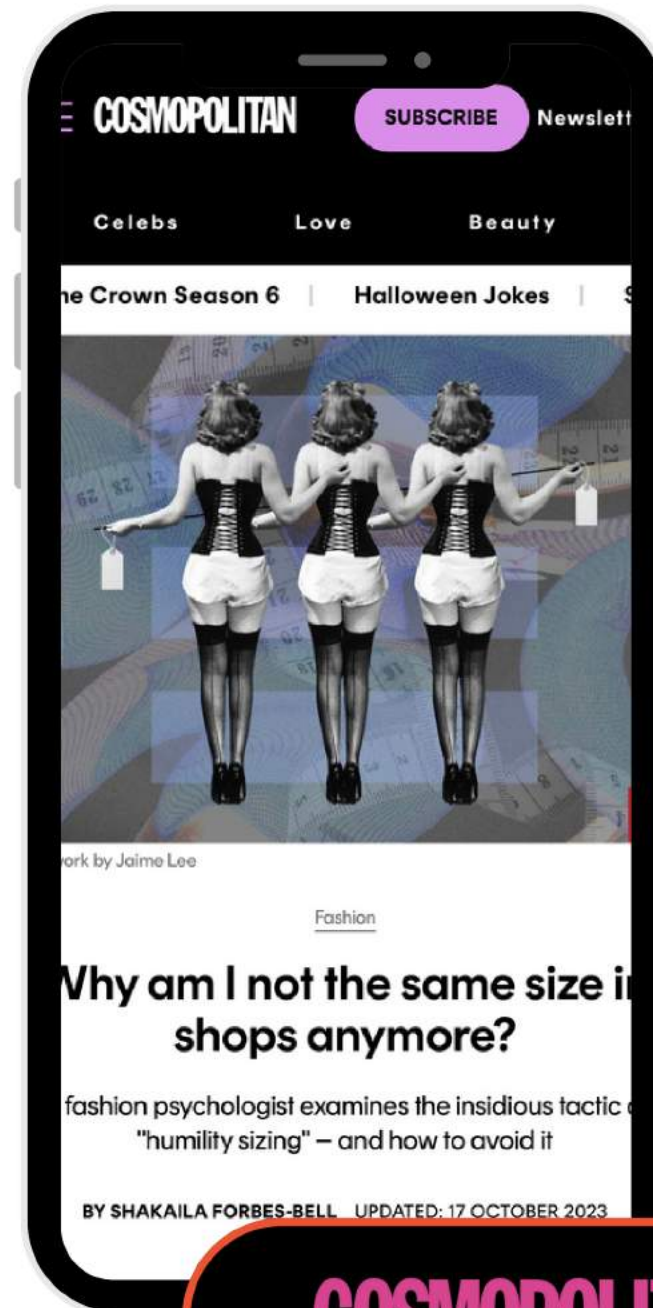


STYLE

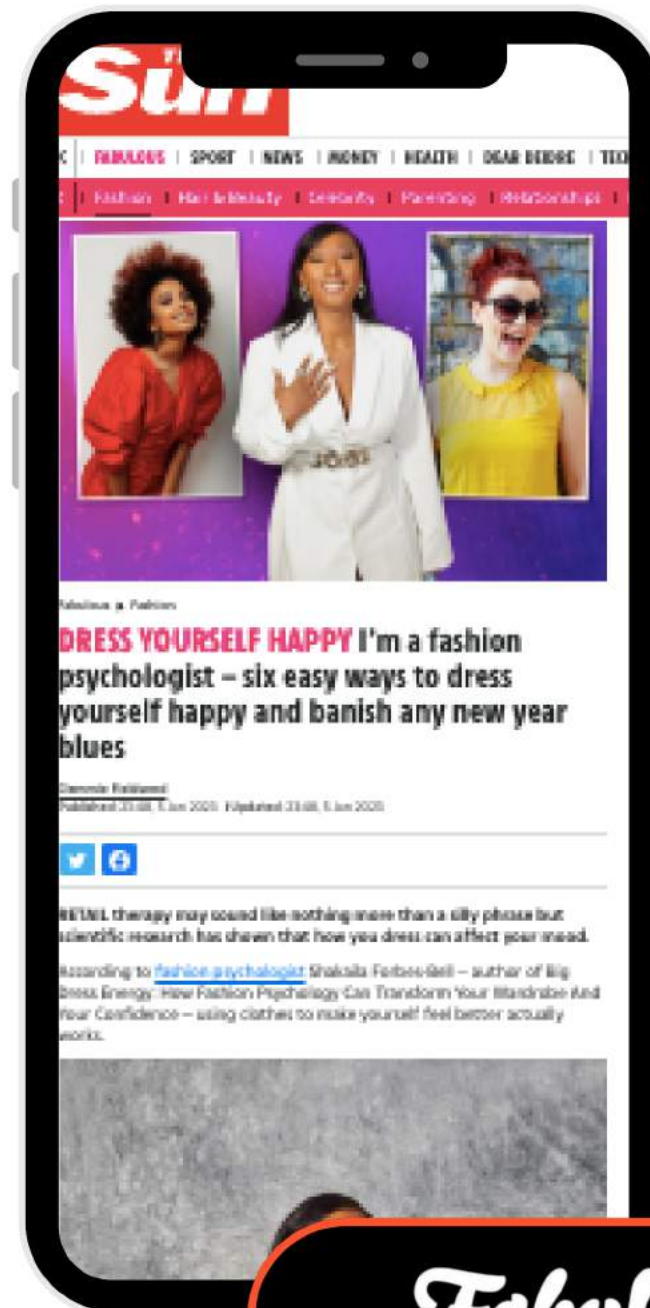


**BUSINESS
INSIDER**

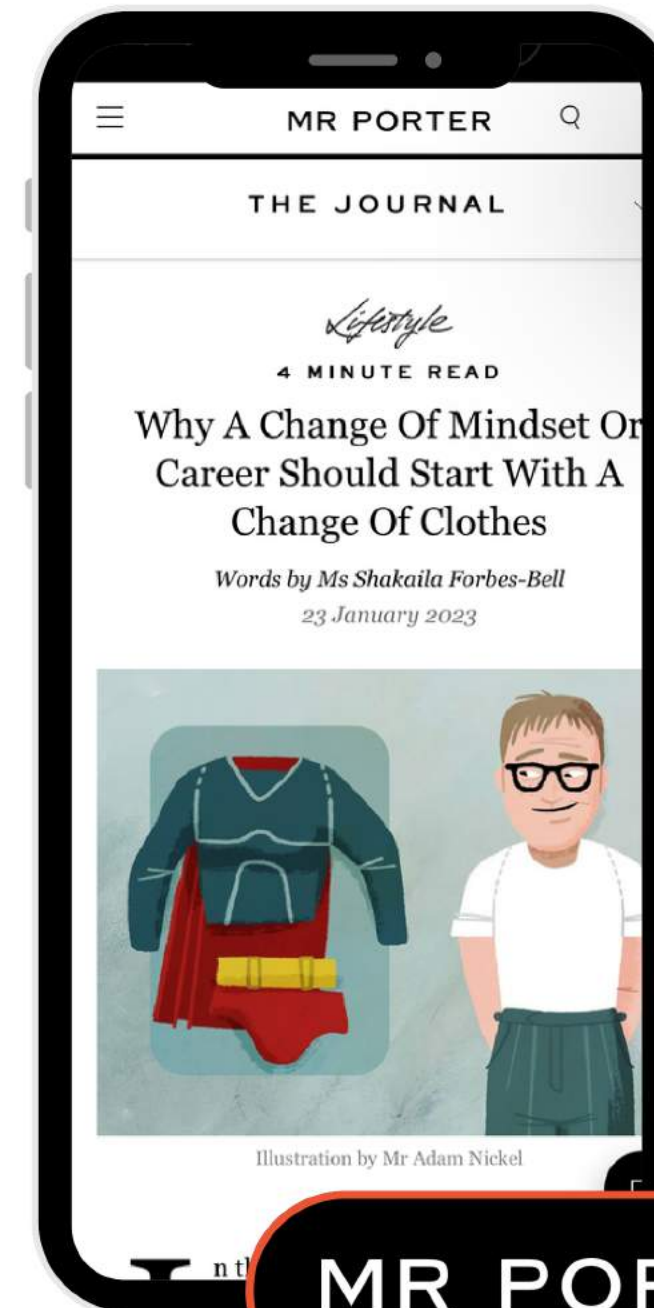
RECENT BYLINES



COSMOPOLITAN



Fabulous



MR PORTER

SHAKAILA FORBES-BELL @SHAKAILAELISE

SHOW REEL

TGRG.CO.UK | FASHIONISPSYCHOLOGY.COM





THIS MORNING

ITV
SEPTEMBER 2023



THIS MORNING

ITV
MARCH 2023



password

PASSWORD CONFERENCE

KEYNOTE IN ESTONIA
MARCH 2023



5



BRITAIN'S POSHEST DESIGNER OUTLET

CHANNEL 5
DECEMBER 2022

Shakaila Forbes-Bell
Fashion Psychologist



TKMAXX HOW DO THEY DO IT

CHANNEL 5
APRIL 2022

Shakaila Forbes-Bell
Fashion Psychologist and Author



LORRAINE

ITV
OCTOBER 2022



BREAKFAST TELEVISION

CITYTV
JULY 2022

CULTURES AND DESIRES AND HELP TO
SHAPE OUR SOCIAL IDENTITY AS

OTTAWA

20°

MONTREAL

20°

QUÉBEC CITY

20°

PHOTOGRAPHY



TESTIMONIALS

FASHIONISPSYCHOLOGY.COM

SHAKAILA FORBES-BELL



"There's no one I trust more when it comes to understanding the various aspects of the fashion industry and, specifically, the power our clothes can have on our psyche."

ELLEN HOGGARD,
CONTENT MANAGER, HAPPIFUL MAGAZINE

"Shakaila is one of the most versatile, knowledgeable spokespeople we have worked with at Matte PR. Her breadth of knowledge of pop culture, fashion culture and fashion history gave us so much material to work with when ideating media pitches for our client, Afterpay."

What's best is that she can synthesize all these moving parts into perfect snackable morsels, acing the media interview every time. Shakaila brings so much context and meaning to fashion – an industry often mistakenly written off as frivolous. The brilliant Shakaila shows us why it's not, and keeps us coming back for more."

HEIDI RUGGIER,
PRESIDENT & FOUNDER, MATTE PR



TESTIMONIALS

SHAKAILA FORBES-BELL



1. Can our clothing and color choices impact how we view ourselves, our thought process and our emotional well-being?
2. Can we dress to reflect our authentic self and identity?
3. Can we make choices to be more mindful and sustainable with our shopping?

The answer to all three questions is a resounding yes! Loved having Shakaila Forbes-Bell lead a thought-provoking session for Calvin Klein and PVH associates, which included providing “how to” tips to these questions. The research and insights shared, connecting mood, confidence, sustainability and who we want to be through our “second skin” provided so much for self-reflection and inspiration!

**ROHIT BURMAN,
SUSTAINABILITY, SOCIAL IMPACT AND INCLUSION
AND DIVERSITY LEADER, PVH**

FASHIONISPSYCHOLOGY.COM

GET IN TOUCH



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Fashionispsychology.com



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