

SABRINA DES- LAURIERS



TEAMM

Sabrina Deslauriers can unnerve you with her stoicism. Reserved and contemplative, she is not one to speak just to fill the silence. But there is no doubt, she is taking in all the details. Growing up, Sabrina was a strong student, thriving in the sciences and playing chess (a plus for that stoic face). Considering a move to law school, she surprised many and disappointed a few when she announced her intention to pursue a path in fashion. After a few years in design school, Sab felt she “couldn’t imagine sitting alone sewing in a lab” – and switched gears into a fashion marketing program. “At that time, styling was a mysterious job. It’s like ok you work at a magazine but how did you get from school to the job exactly?” A connection through a friend of a friend resulted in a meeting at Fashion Magazine and an opportunity to assist the fashion team.

“It was crazy long hours. Very strict and intense. But it gave me the chance to meet and work alongside prime stylists in Canada at that time. And I had a car, which I didn’t yet know would be such a huge asset for a stylist! Everyone was like ok, “You work hard, you’re talented, you’re strong and you have a car – that was it.”

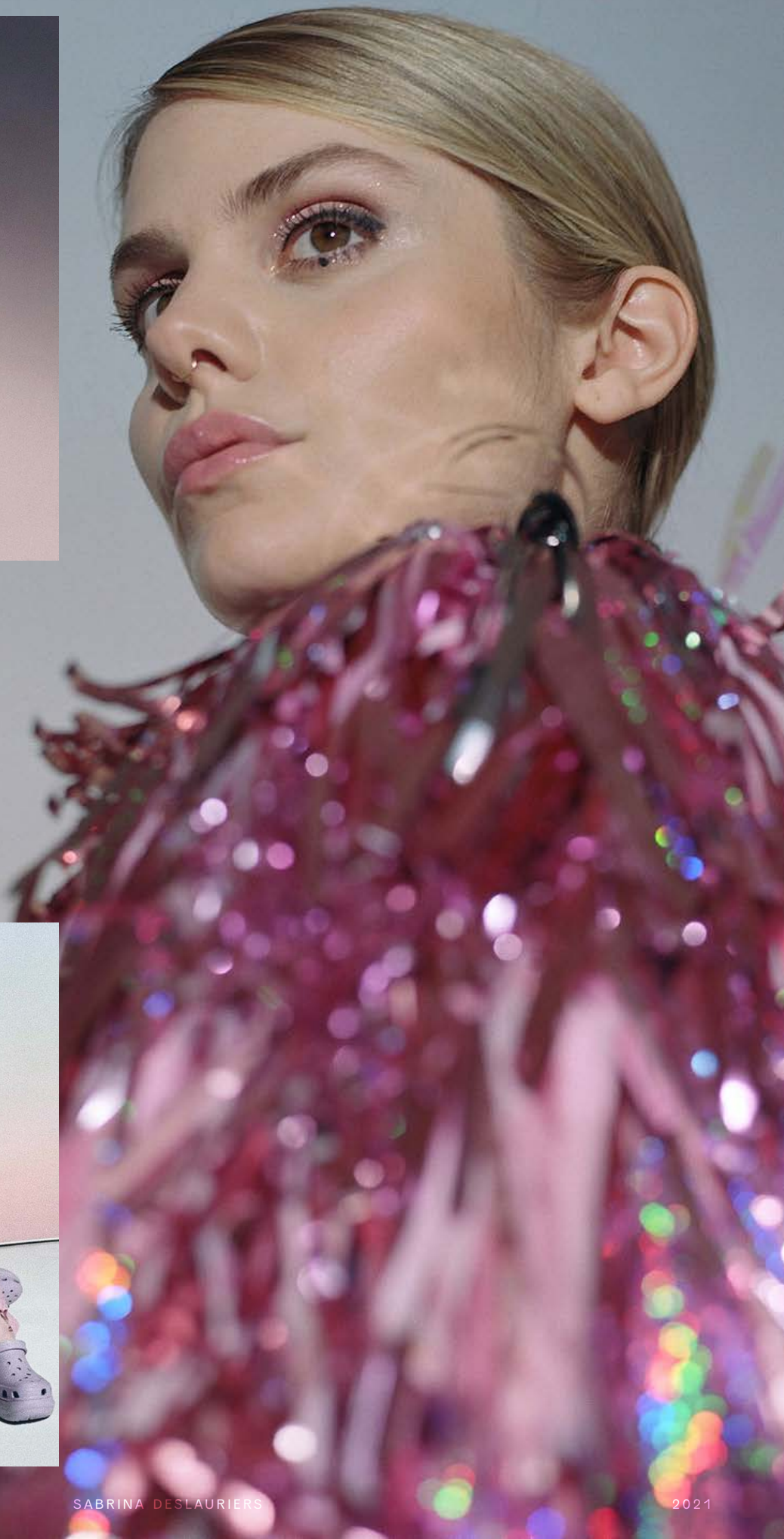
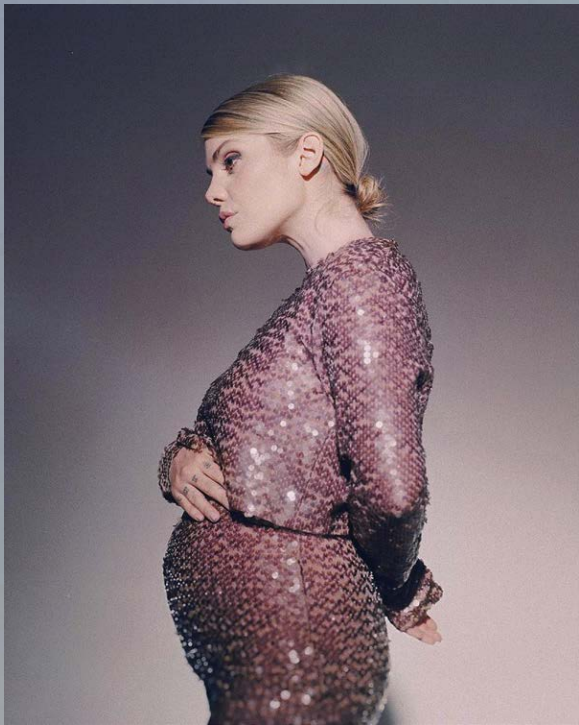
In the beginning, Sabrina worked almost 7 days a week and 16 hour days for little money. She had an old-school mentality, knowing she could patiently navigate her way upward. Working alongside a plethora of accomplished stylists, she continued to assist for four years. She’s quick to note that it is uncommon to assist for more than a year or two but has absolutely no regrets in doing so as it built a strong foundation of skills.

“Because I was working with so many different people in my early years, I could see how people approached things and take the good from each. There wasn’t just one way. I could be selective and compare to find the best way to prep, style, talk to clients and even which vocabulary to use. It also instilled more confidence in myself. I saw firsthand that I could do it. At a point while assisting you are doing more and more until you’re almost doing it by yourself. It gave me that internal approval – you are ready to do this.”

Sabrina’s years in the steam and tuck trenches solidified her arsenal of skills and reputation for mastering unexpected mixes. With a diverse and loyal client base, she thrives in a multitude of settings and roles, elevating both commercial and personal branding, while preserving the identity at the core. Her background ranges from styling celebrities’ wardrobes, to overseeing Bonlook’s campaign fashion direction, to working on productions for Instagram alongside Montreal’s biggest agencies including Sid Lee, Cossette and Publicis.

“I like building relationships and hearing people say, “You really get me.”

In a rapidly changing industry, stylists have the near impossible task of distilling the look and feel of what’s to come. It’s a task you can’t sleep on. Sabrina’s hustler attitude and endless adaptability has seen her from junior creator to nuanced consultant. She operates from a growth mentality, and when you are always growing you defy definition.





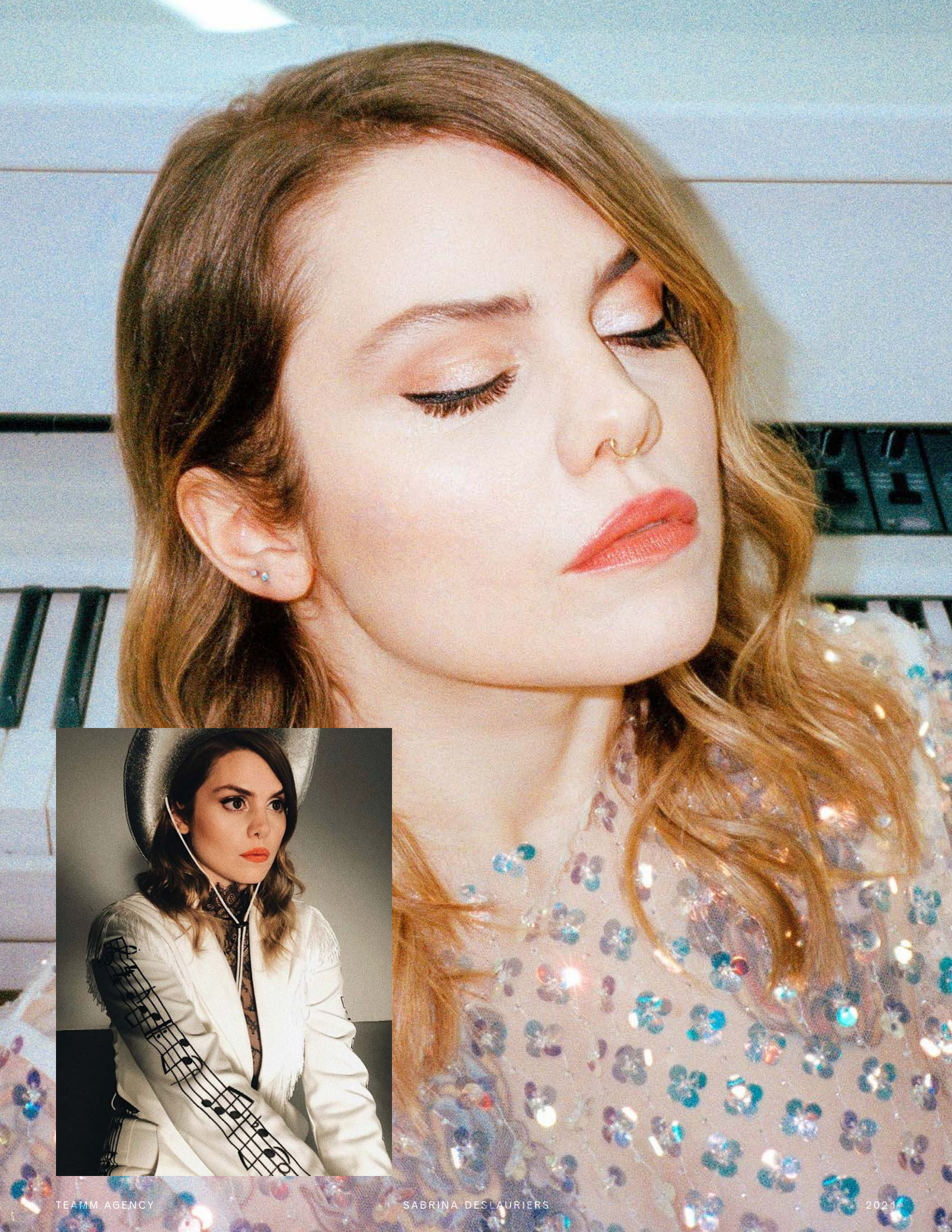






















































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DE MONTRÉAL

WE'RE NOT
46 GUYS AND
SOME COACHES.
ON EST
8 MILLIONS

AND THERE'S
AN ISLAND
REP FOR































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