

Inside the High-Stress World of Stylists: The Reality Behind Fashion's Most Glamorous Job

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In a profession defined by poise and perfection, few outside the fashion world truly understand the chaos that fuels it. The life of a stylist—often mistaken for pure glamour—is anything but calm. Between back-to-back fittings, endless coordination calls, and last-minute emergencies, India's celebrity stylists juggle adrenaline, artistry, and exhaustion in equal measure.

"I'm a stylist writing about stressed stylists — and yes, the irony isn't lost on me," begins one insider. "On a good day, you're channeling a marathon runner and a magician in equal parts."

For **Divyak D'Souza**, one of India's most sought-after celebrity stylists, the job is far more demanding than it appears. "What folks need to realise is, I don't have a magical sewing machine. What looks like a simple look is actually the result of admin work, emails to PRs, and logistics that would rival a military operation," he says. "On set, it can be 450 people — directors, agencies, celebrities, hair and makeup artists, assistants, vendors — it takes a whole village. And as an introvert, that's exhausting."

Dolla Baruah, celebrity stylist and designer, echoes the sentiment with refreshing honesty. "The most stressful part? Dodging unsolicited opinions," she laughs. "By the time everyone's 'added their little input,' the look has been Frankensteined into something I'd never post—but here I am, smiling for BTS."

Behind every seamless red carpet appearance lies a blur of emails, fittings, tape, and teamwork. Stylists are equal parts therapist, creative director, and crisis manager — holding it all together with safety pins, caffeine, and composure.

Despite the stress, the allure of the profession remains irresistible for those driven by creativity. As Baruah sums it up: "Fashion styling isn't about clothes. It's about people — understanding them, reading them, and knowing when to push or hold back. That's what makes or breaks you."

For those looking to join the industry, consider this a reality check — behind the glamour is a grind few can imagine.

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