



Dive into the world of Rigkje Bruinsma

Professional Color and Fashion Stylist with a Sustainable Vision on Fashion

Could you briefly introduce yourself?

My name is Rigkje, and I have been working here for 12.5 years. Before this, I worked in theater as a lighting and sound technician, where I worked extensively with colors to create various effects. My home base is The Hague, where I live with my partner and 11-year-old son. I combine my passion for fashion with my belief that clothing can contribute to a better world. That's why I am involved in sustainability initiatives within education.



Can you tell us more about how your interest in styling and sustainability began?

My interest in styling and sustainability began because my mother used to make a lot of clothes. I was always involved in choosing fabrics, and I really love clothing. Later, I took classes at the styling academy in Rotterdam and visited sustainability initiatives in Paris, which were very inspiring. These experiences further fueled my passion for sustainable fashion and styling.

How have your experiences at the styling academy in Rotterdam helped you in your work as a teacher?

The styling academy in Rotterdam taught me a lot about color theory and body types. I learned how to interpret the twelve color types and how to help people highlight their business attire. I now apply this knowledge in my classes to help students develop their own style and present themselves professionally.

What inspired you to develop this workshop on color analysis and clothing styling?

I was inspired by my manager, who encouraged us to do what we feel good about and what is relevant to education. Additionally, I saw innovations in retail that influence consumer behavior, which motivated me to help students find their own style and avoid bad purchases. The idea of helping students become more aware of their clothing choices and their impact on the environment was also a major driving force.

What do you enjoy most about giving these workshops?

The best part is that it has led to many things. It resulted in an appointment at the Circular Business research group and a collaboration with 11 universities of applied sciences in the national wardrobe research (NWA). I also love helping students rethink their wardrobes and become more conscious of their clothing choices. It's great to see how enthusiastic students are about the workshops and how they apply the knowledge in their daily lives.

Why is self-presentation and personal branding important, especially for students entering the job market?

Self-presentation and personal branding are important because they contribute to authenticity and respect. It's important to present yourself neatly, especially during internships and presentations. This helps students appear more confident and make a good impression on potential employers. Developing a personal style that matches their professional image can help them stand out in the job market.

What impact do you hope to make with this workshop, both on students and professionals?

I hope to pass on my enthusiasm for professional clothing and help students with their first practical experiences. I want to contribute to sustainability by making students more aware of their clothing choices and their impact on the planet. By teaching them how to optimize their wardrobe and make sustainable choices, I hope to have a positive influence on their consumption behavior.

How can fellow teachers incorporate this workshop into their lessons or programs?

Fellow teachers can incorporate the workshop by integrating clothing awareness in various ways into their lessons. We share facts and research about clothing consumption and use R-strategies like Repair, Refuse, and Reuse, which help make students more aware of their choices. By collaborating and exchanging ideas, we can effectively implement clothing awareness in education.

Do you have examples of how students have applied their new insights in their internships or careers?

Yes, I have examples of students who have applied their new insights. Some send photos or make posts with their new clothing style. Others tell me how they have applied the advice in their internships or careers. It's great to see how they use the knowledge to improve their professional image and make more sustainable choices.



What role does sustainability play in your workshops, and how do students respond to this theme?

Sustainability plays a major role in my workshops. I use clothing as a means to talk about sustainability and make students more aware of their impact on the environment. Students generally respond positively and are interested in sustainable clothing choices. They appreciate the practical tips and insights that help them make more sustainable choices in their daily lives.

With her creative and sustainable approach, Rigte Bruinsma is not only an inspiration in the world of styling but also a valuable resource for anyone who wants to learn how fashion can be a powerful tool for self-expression and a more sustainable future.