



# Mitchell productions

EXPERT STYLING AND FASHION PRODUCTION FOR PRINT, BROADCAST, FILM AND LIVE EVENTS

## **ROBERT MITCHELL FOUNDER**

Robert Mitchell founded Mitchell Productions soon after attending the University of the Incarnate Word, where he received a Bachelor of Arts in Fashion Design. During his university years, he discovered the ardor for fashion while assisting backstage at a Saks Fifth Avenue show.

In 1992, The International Mohair Show came to San Antonio and was produced by Leon Hall, Co-Host of E! Entertainment's Fashion Emergency. As an assistant, Robert worked around the clock with clothing from every major European and American designer, as well as with international stylists and models. Robert was invited to work with Leon Hall on a national level.

In 1995, Robert started working on projects such as the Hispanic Designers "Etiqueta Negra" show produced by Jack Alexander, and a Mexico fashion series presented by North Star Mall and the San Antonio Convention and Visitors Bureau. Concurrently, Robert began working with the University of the Incarnate Word as an advisor and consultant for their yearly student fashion show and later the International Costume Carnival held in Tainan, Taiwan, R.O.C. in 1997.

By 1999, Robert was presented with another opportunity by Jack Alexander working for Oscar de la Renta. By the next season, he was also assisting with the Pierre Balmain Haute Couture shows in Paris. He has continued to work for Oscar de la Renta and other designers during both spring and fall collections in New York.

Soon there after, Mitchell Productions expanded its scope of services and now collaborates with a diverse group of clients within the fashion and styling industry, such as specialty retailers, major department stores, publications, advertising agencies, production companies, commercial photographers and non-profit organizations.

Robert continues to serve the community that gave him his start. He is an adjunct professor and consultant, and member and former chairperson of the Fashion Advisory Board for the University of the Incarnate Word and is mentor to countless young people who are pursuing careers in the fashion industry. He has lent his support to such worthy causes as the American Heart Association, Battered Women's Shelter, Any Baby Can, American Cancer Society, The Witte Museum, among others.

Robert offers expert styling and fashion production for print, broadcast, film and live events. He continues to work with Leon Hall, Jack Alexander, Oscar de la Renta, André Leon Talley – Editor-At-Large for Vogue, and other clients including Saks Fifth Avenue, Macy's, Nordstrom, David's Bridal, Stage Stores and the Dallas Market Center. In addition, Robert is currently the Fashion Editor for San Antonio Woman, a local women's general interest magazine.

Robert is as passionate about his work today, as he was more than ten years ago and attributes hard work, preparation, timing and advice from many mentors along the way, as being the keys to his success.