

STYLE CREATOR

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SECRETS OF A STYLIST: KALEE HEWLETT

March 19, 2014

Style Creator catches up with Celebrity Stylist and Fashion Expert, Kalee Hewlett.

Kalee has been lucky enough to become the host of Rimmel's LFW youtube channel aswell as the host of London Fashion Weekend's Luxe Lounge. See what our style icon has to say...

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I'm sure a lot of people ask you to describe your style. But, I want to know what you think style is. Can you define it in one sentence?

Diverse, eclectic. Boho meets rock. I love vintage and bespoke pieces for their originality.

Have you always dreamed of being a fashion stylist?

I was destined to work in fashion. I have had a love affair with fashion since I can remember. I think my fashion conscious mum may have had something to do with it! She used to shop in Portobello road

for me and my sister when we were toddlers.

What's the best and worst part about working in the fashion industry?

It's so fast paced and can be exhausting but on the flip side it's also what's so appealing. No two jobs are the same, I'm always getting to challenge myself with the different varying projects I take on!

Your YouTube channel, The Style Hanger, offers a schedule for videos. How hard is it to keep that schedule and routine?

I was putting out two videos a week but recently I have had to reschedule it to one due to the commitments of fashion week – one of the busiest times of the year for me in the diary! It's all about being dedicated and organised to get the material out, I'm so passionate about the channel and what I deliver on there that it never feels like hard work!

Can you pretty please paint a picture of what it's like backstage at London Fashion Week? I've been dying to know (so have our readers!).

Fun, creative, busy, loud, energetic! You feed off the vibrant atmosphere. Full with interesting and diverse cultures and of course brimming with style everywhere you look!

As a woman, I am particularly fond of lists. Can you list: Top 5 trends for the upcoming season

5 trends for SS14 Metallics Big florals Monochrome (you've not seen the back of it yet!) Pastels Lace

You are a Rimmel Street Style Presenter for London Fashion Week. How does it feel being in front of the camera versus being behind the camera as fashion stylist to the stars?

It's been a great transition for me. I love front of camera just as much as behind the camera. It's great to share my knowledge and expertise that I have built up over the years. Working with Rimmel has been amazing, I'm as much of a beauty enthusiast as fashion. The red 'Kate' lipstick is my new fave!



How does a relationship between a celebrity and stylist form? Do you have to have like-minded styles?

It's all about understanding your client, their style, their body shape, what they like/dislike and then working with all of that to make them look their absolute best. You don't need to share the same style, you just need a 'stylist eye' on what will work for them.

I'm going to be selfish and ask for style advice. How do you play up and dress down dungarees? What shoes and accessories would you add?

Great question! I actually own a pair of dungarees with I teamed with a luxury silk tee some bright orange Billionaire Italian Couture shoes and a leather bomber jacket. Bomber jackets are huge right now! You will be totally on trend in this look.

To dress down, opt for a pair of trainers – yes – trainers! With the sports luxe trend dominating for S/S14 they have suddenly become fashionable! Pair with a pair of New Balance or Nike, or for a smarter option some black leather Common Projects and a rag and bone white tee. A cute beanie will give you a relaxed finish to your look and make it more tran-seasonal as you move from AW into SS.

Your profile on Insanity Group of Companies is insanely impressive, but it doesn't answer one question. Outside of the fashion industry and blogger world, who is Kalee Hewitt? What does she like to do?

Haha. Very good question! I love to do soooo much yet what I love most of all is fashion and so my social and work world tend to merge. I love to get a box set on my downtime and totally chill in my pj's. I'm becoming a little obsessed with yoga, it's my escapism and I've just started evening acting classes which are a huge amount of fun!

www.kaleehewlett.com

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