

Closet Case: Style Interview with Jill Laine

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Jill Laine is a garment maverick. She is the type to make Pucci python skirts plausible, Hermes Birkin bags sensible and mink coats in July conceivable. Jill was born with great taste. The bombshell blonde in Balmain can often be found in Barneys, but Jill loves a good deal and, like a heat-seeking-missile, she finds exquisite treasures at stores such as My Sister's Closet.

"Chic is chic, and if I can find it a better price, that is chic-er," Jill adds on the topic of her couture, bargain hunting habits. It's no secret that Laine's confidence in style is not the norm. That being said, Jill began a new chic endeavor as a style coach where she teaches a "secrets of style" workshop. I sit down with the swirl-of-style and ask her about her thoughts on fashion...



How would you describe your personal style?

Corrupt Glamour. I'm stealing this phrase from Rick Owens. I like it a little downtown and feisty yet with a glamorous soul.

When it comes to fashion, what rules do you have for yourself and others?

Ask for forgiveness, not permission. Dress for yourself, not for a man or other people.

Tell us about yourself.

I'm a Style Coach. My purpose is to help women find and unleash their best personal style. I've written and teach a series of four classes at Girlfriend University called "Secrets of Style". It encompasses timeless information for women on everything from how to shop with purpose, five things to ask of every item in your closet (and how to effectively organize your closet), and most importantly, how to banish the phrase: "I don't have anything to wear."

I also meet with clients for individual consultations on issues with their closets, trouble shopping for their body type, or problems with being in a style rut. Any and all I can conquer!

More packages and information can be found at www.JillLaineStyle.com

What is the crown-jewel of your closet?

Oooh, that is so difficult! It definitely changes all the time. Right now since it's cooler, I'm really into robes. Ethnic, antique and tribal robes. They're so easy to wear over a pair of leggings, colorful and crazy stylish to boot.

What is your favorite place to shop?

Barney's, which I affectionately refer to as "the mother ship", and since I'm a bargain shopper, I also j'adore My Sister's Closet.

What is the biggest mistake people make when dressing?

This varies with location. Here in Arizona I would say people don't venture out of their comfort zones very much. There is a distinctive 'look' that encompasses many trends thrown together, such as big patterns, bright colors, and over the top bling. It's way too much.

Also I would say that overload on the designer logos doesn't give you great style, though I will throw myself in front of a bus for a great CC or GG bag. My suggestion is to use those pieces in moderation, like wine or....wait, I never drink wine in moderation. That's a joke.

What should every woman have in her closet this spring/summer?

I'm really impressed with the S/S 2011 collections, maybe that's just because I'm so in love with the 70's, and it's such a huge look. My pick is to indulge in lace, crochet or macrame items, depending on your personality and preference. It can be a dress or just a small clutch or accessory, but I'm willing to bet that this look will be a classic for years to come. It's feminine, and the texture adds that extra pop and dimension.

Who is your favorite designer?

This one is tres agonizing. The best I can do is boil it down to three: Rick Owens, Isabel Marant, and Alber Elbaz, in no particular order.