

## Tucsonista: Amber Mortensen Styles Tucson

Written by Written by Zandrea Penn

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Vintage fashion trends are followed widely among Tucsonistas, but often times making a vintage piece look contemporary can become a challenge. The solution: Amber Mortensen; a local Tucson stylist, writer, designer and model. Amber Mortensen has been writing about fashion for more than four years and has been featured in many various publications including, but not limited to Elle.com, Urban Outfitters.com, *Lucky Magazine* as well as national ad campaigns for the Gap and Crossroads Trading Company.



Photography: Kailas Photography

Model: Paige

Wardrobe: Amber Mortensen, Painfully Hip

Hair: Jenny Strebe

Makeup: Jordan Dudgeon

Jewelry: Laura Kepner-Adney, Wingflash Designs

When Amber is not writing for fashionable magazines, she is styling glamorous photo shoots for local photographers and models. One of my favorite shoots, shown below features photographer extraordinaire Kailas along with Ford model Lauren. This shoot inspired me not to overlook vintage lingerie as well as shopping at stores like Target and Marshalls.



Photography: Kailas Photography

Model: Lauren, Ford Models

Wardrobe: Amber Mortensen, Painfully Hip

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Amber's fabulous style paired with her witty outlook on life defines her as a Tucson fashion icon. Not only does this remarkable woman know how to dress, she also knows how to shop wise. Her blog, [www.painfullyhip.com](http://www.painfullyhip.com) teaches shoppers how to be smart and stylish when buying vintage and thrift. Amber also clues buyers into some of the best thrift and vintage stores in the area. And if you weren't aware, Tucson has some of the best vintage stores in Arizona.



Photography: by Nicole Hill

Wardrobe: Amber Mortensen, Painfully Hip

Clothing is vintage. Blue top and shorts by Sapphire Cordial

Amber's top 5 style tips from her "Painfully Hip" Web site include:

1. Balance is key with a well-styled ensemble. If your outfit is plain, "excess-orize". Balance casual with dressy, masculine with feminine, sexy with frumpy, and vintage with modern.
2. Get yourself a bad ass tailor.
3. Unexpected color combinations are an easy way to add some style to an otherwise "safe" outfit.
4. Vintage is becoming a must-have part of every wardrobe so raid your local thrift stores. Just make sure it fits.

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5. Express yourself with your clothing. Style is art, so go ahead and rock it. Otherwise, sneer, strut or simply grin, and no one will question your style choices ever again. Besides, who cares if they do? They call it personal style for a reason.



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