

944'S CHOICE

STYLECHIC

PHOTOGRAPHY BY JAIMIE DUPLASS

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If you are still wearing low-rise jeans bedazzled in rhinestones and a hat that could have been worn on the set of Blossom, it's time for a fashion overhaul. Thanks to Alyson Scott, associate fashion magazine publisher, celebrity stylist and creator of StyleChic, it's easy to revamp your wardrobe. StyleChic is a customized service that provides men and women with one-on-one fashion attention. Customers get an in-house (or hotel room) meeting with their personal stylist, where they discuss their individuality, body type and style icons. The stylists make wardrobe suggestions on ways to incorporate trends, how to say goodbye to old or ill-fitting clothing, and can even instill the confidence needed to wear white after Labor Day (the word is out, and it's totally allowed). The patrons are then whisked off to a fabulous day of shopping complete with champagne, special discounts and a goody-bag of luxury products. The personalized extra? StyleChic has different shopping packages all over LA to best suit their clients' styles.



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