

shopper



photography: joe magnani

by Jon Stealy

Fiercely intelligent and stylishly attractive, Aly offers celebrity treatment — a town car, champagne, private fitting rooms, gift bags, celebrity-like discounts and access to designers — and understands the nuances of each client.

With a firm grip on all that is hip and trendy, StyleChic works around lifestyles, body types and budgets. Take your choice. Are you Star Chic (Robertson & West Third), Luxury Chic (Rodeo & Melrose Place) or Vintage Chic (La Brea)?

"Our goal is not to change people, but to make them a better version of themselves," says Aly. She jokes that the job isn't always as glamorous as it may appear. "There have been times when I am at a Hollywood Hills home or trendy shop for hours on end and am only offered coffee in the morning and champagne in the afternoon." After all, it is LA.

www.stylechicla.com

personal shopper

aly scott styles from a to z

(and for a to z listers)

Shopping Tip: Have a style goal in mind

If you absolutely must have the pair of boots you saw Julia Roberts wearing and can't find them anywhere, ask Aly Scott. If you want to upgrade your look without plastic surgery or an eating disorder, Aly can make it happen.

After a decade in the New York & LA fashion scene and working as a celebrity stylist (clients have included Scarlett Johansson and Molly Shannon) Aly started StyleChic, a company dedicated to "a tailor made and luxurious shopping experience."