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# VANCOUVER IS AWESOME

## THE INSEAM VOL. 90: KIM APPELT

POSTED JUNE 18, 2014 BY VALERIE TIU

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### THE INSEAM

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Vancouver is home to a thriving fashion industry made up of individuals committed to its growth and success. Get to know these personalities in *The Inseam* and discover what makes the Vancouver Fashion scene so awesome.



Photo: courtesy Kim Appelt

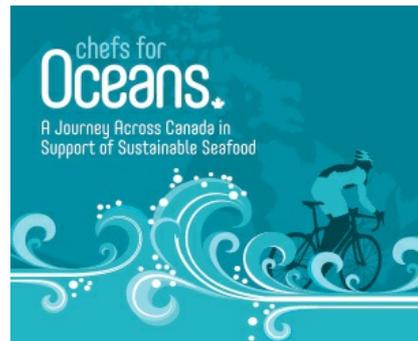
Being at the helm of creative editorial and establishing unique looks for a roster of clients, the role of the fashion stylist has always had a certain allure. While many stylists can assure that the job is not always glamorous, it is nearly every fashion lover's dream to become the mastermind behind the latest look.

I caught up with Vancouver's own **Kim Appelt** to discuss a day in the life of fashion styling.

**Valerie Tiu:** Can you tell us about your background and how you got into styling?

**Kim Appelt:** I started as a model and liked working behind the camera better. I made a few amazing connections along my way and ended up with a fantastic group of designers and clients. One thing has always led to another for me.

**VT:** What was your first fashion memory?



Vancouver Is Awesome, and we are dedicated to everything that makes it that way.

If you want to read ugly, bad news about this beautiful city of ours, you're going to have to look to traditional media and other blogs; V.I.A. promotes everything that makes our city awesome, from old to new and everything inbetween. We're like the human interest piece on the news... only different.

Year after year we have been voted Vancouver's "Best Local Blog" by readers of the Georgia Straight.



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VT: What was your first fashion memory?

**KA:** Staring down at my new shiny patent "Buster Brown" Mary Janes with my fancy dress at about age four thinking, "I could wear these everyday."

VT: Describe a typical day in your life.

**KA:** I wake up, grab coffee, post what I am doing on my social media, whip off a blog post and snap a pic of #wiw. I meet clients and make phone calls to designers to pull clothing for different shoots or red carpet events.

VT: Does living in Vancouver influence your personal sense of style?

**KA:** Living in the west definitely influences my style. I have a laid back chic style — classy with edge. The west is all about casual and cool.

VT: Can you discuss some of your recent collaborations?

**KA:** I recently collaborated with LA designer **Stillwater** to make a graphic tank. It says, "This is the part where you find out who your are." It's about that moment that we all have when you really find out what you are made of. I adore the designer and it was a fun project. I am also working with a bunch of new brands from California, LA publicists, and a radio station.

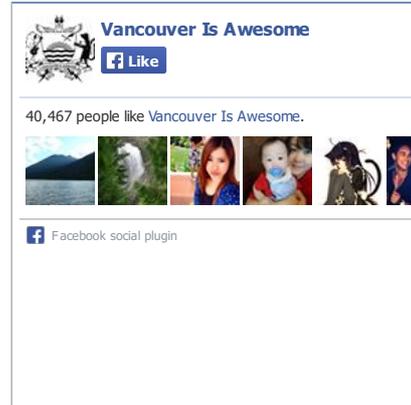
VT: What is the best or worst piece of fashion advice you have given or received?

**KA:** I took this style course as a teen at a department store. The instructor told me I should wear mustard. Wow — worst advice ever! Who hired that lady?

VT: What has been your biggest achievement so far in your career?

**KA:** I have recently added some big hitters to my celebrity clients and last week I was asked to co-host a weekly radio segment on fashion on a popular California station. My biggest achievements are changing daily, every time I open my email I feel like I am blessed with another opportunity.

Check out what Kim is up to next on her blog, **Style by Kim XO**.



The screenshot shows a Facebook post for the page "Vancouver Is Awesome". The page has a blue header with the name and a "Like" button. Below the header, it says "40,467 people like Vancouver Is Awesome." and displays a row of six small profile pictures of users who liked the page. At the bottom of the screenshot, there is a "Facebook social plugin" label.

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