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CELEBRATED FASHION STYLIST SELECTED FOR MIX 100.5 FM RADIO SEGMENT IN PALM SPRINGS

Celeb stylist Kim Appelt tabbed for "Sixty Seconds of Style" on Mix 100.5 FM

LOS ANGELES, USA, June 27, 2014 /EINPresswire.com/ -- Renowned celeb stylist Kim Appelt has been selected as a permanent fashion expert for "Sixty Seconds of Style," a new radio segment that is broadcast at 8:15 p.m. PST every Sunday on Mix 100.5 FM (Palm Springs, Calif.) and online at www.mix1005.fm.

Appelt will discuss the latest fashion trends, shopping tips, and style advice for men and women.

"In 60 seconds, I will give the listeners all of the information they need to buy that hot summer sandal they have been looking for, or the best bathing suit for the next big pool party," said Appelt. "I cover what's hot, what's not and the best emerging brands out there. Cutting edge fashion tips and everyday practical advice."



The segment broadcasts within host Brian "Stage" Garris' "Sunday Funday Evening Edition" radio show. "It's no secret," he said. "Music loves fashion...and now fashion can be experienced each Sunday night on Mix 100.5 with Style by Kim XO."

Appelt, originally from Vancouver, debuted in the fashion industry as a model at the age of 14. She later transitioned into a stylist for celeb, media and personal clients.

"I am artistic," she said. "I see things in images. When I walk into a showroom or store, I don't see the clothing the same way your average buyer sees it. I see it already as a set image or in the situation or on the person it needs. To me it comes as a complete picture."

Appelt's most recent celeb styling was for "Days of our Lives" actor Casey Moss, who hit the red carpet June 22 for the Daytime Emmy Awards in Los Angeles. She has collaborated with many internationally known designers include BCBG Max Azria, Stillwater, B.Swim and more. Her social media and popular fashion blog – www.stylebykimxo.com – is visited by thousands of fashion enthusiasts each week.

"With Kim's knowledge and experience in the fashion industry, this segment will capture the current trends and give listeners a sense of confidence when they hit the stores to look and feel their best," said Garris.

The entertainment-laden Palm Springs, with its proximity to Hollywood, provides an audience of listeners with an eye toward fashion.

"Palm Springs is well known for its rich history of being the playground for such Hollywood stars as Frank Sinatra, Marilyn Monroe and Elvis Presley," said Garris. "As we fast forward to 2014, the town is now host to some of the largest and most prestigious events like the Palm Springs International Film Festival, Coachella Music Festival, Stagecoach, The BNP Tennis Tournament and Fashion Week El Paseo."

Appelt said, "The listening area is tradition rich with Hollywood lore, both new and old. This type of fashion and style segment is a perfect match."

"Sixty Seconds of Style" will also feature a companion blog posted on www.mix1005.fm. "[It] will give listeners a more in depth look at the designers and styles featured on the radio segment," Garris said.

For more information, visit www.mix1005.fm, www.stylebykimxo.com and www.instagram.com/stylebykimxo

Kim Appelt is a fashion stylist from Vancouver, Canada.

Press release courtesy of Online PR Media: <http://bit.ly/1mmsl5z>

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