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Days of our Lives star Casey Moss to unveil 'sophisticated, modern, youthful' style at Daytime Emmys

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Television actor will hit the red carpet in style at Sunday's Daytime Emmy Awards in Los Angeles



Online PR News – 20-June-2014 – Actor **Casey Moss**, who plays Jack Patrick JJ Deveraux, Jr. on NBC's Days of Our Lives, will sport a new original custom suit Sunday from Klein Epstein & Parker at the Daytime Emmy Awards. The 41st installment of the annual awards show celebrating television excellence will take place at the Beverly Hilton Hotel and is being broadcast live at www.daytimeemmys.net at 8 p.m. EST Sunday, June 22. Emmy Award winning comedian Kathy Griffin is hosting.

Days of our Lives cast the 20-year old Moss as JJ in 2013 and he has acted in 140 episodes of the Daytime Emmy winning drama that was first produced in 1965.

Moss hired celeb stylist Kim Appelt, a Vancouver native, and chose Los Angeles based designer Klein Epstein & Parker to create his custom suit for the ceremony.

With the made to measure pieces and supplements, we are able to make Casey look sophisticated and classy, but still maintain his youth and personal style so he looks and feels his best for the event, said Aaron Cordell, Managing Partner at Klein Epstein & Parker. The first big stand out is that it is cut exactly to his body. With him being a very athletic fit, we are able to keep a great, young modern cut that makes him look his best. We are also doing a white dinner jacket instead of the traditional black tux which is more modern and fashionable.

Born in Hanford, Calif., and raised in Chandler, Ariz., Moss doubles as a musician and has played guitar since he was 12 years old.

He's releasing his first album, Appelt said. He's a little rocker and I really wanted him to feel like himself. It was important to me to have something a little more edgy. I really try to make sure my clients are dressed to their own style. I really try to work with them to draw that out. I narrow down their options and they choose the option that's best for them.

Moss said, Kim's approach to styling was something in itself. She's very artistic and knowledgeable when it comes to the art of style and she understands her clients. I didn't have to say much. She knew what I was going for. She made it happen.

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Starting out as a fashion model and evolving as a stylist extraordinaire, Appelt styles celeb and media clientele for camera ready appearances on the red carpet.

Kim brings her knowledge of Caseys style, personality, age and body, along with her personal taste, to create the perfect outfit for her client, Cordell said. Black tie events such as the Emmys can feel very stale and boring as most people end up wearing a simple black tux. Casey will look sophisticated, modern and youthful in his pieces that are appropriate for the Emmys.

Appelt consults personal clients as well. Her fashion blog, www.stylebykimxo.com, and social media reaches thousands of unique users per week. Designers and brands she's collaborated with include BCBG Max Azria, Stillwater, B.Swim, Onna Ehrlich, Tylie Malibu, Tart Collections, Guess, Annie Bing and Mark Fast.

Appelt has also been selected as a permanent fashion expert for radio segments on MIX100.5 www.mix1005.fm broadcasting at 8:15 p.m. every Sunday from Palm Springs, Calif. Her debut show is Sunday, June 22.

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

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