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Kim Appelt of Style by Kim xo



Have you ever wished you could Mary Poppins your closet? Snap your fingers and have all your shoes, jackets, dresses and tops magically find their proper place nestled amongst each other? If this is your daily daydream then Kim Appelt is the Julie Andrews you've been searching for! This style guru will tackle your closet, be the perfect shopping partner and offer her sage advice to help you find a classy style with a touch of edge. Kim soaks up fashion inspiration from the streets of Italy but feels just as confident and comfortable rocking her California vibe at the beach. We had a chance to ask Kim some questions and learn more about her fantastic blog Style by Kim xo. Read on to discover more!

What inspired you to start your blog Style by Kim xo?

Style by Kim xo started organically out of a desire to help my personal clients on a day to day basis. It's great to come into their houses, closets, take them shopping and re-do their wardrobe but then they still were texting and calling asking what they should wear or where to get items that I had. This January I started a Facebook page for my clients. It all started there a few months ago, posting pictures of my outfits for them. My Facebook page grew so fast and I decided to add the blog a few weeks ago.

One of your mottos is, "classy with a touch of edge." Explain how this translates into your personal style.

Classy with edge translates not only into my style but also my personality. If you ask me it's the perfect way to dress and act!

I love quality basics like the perfect white tee-shirt or silk tank and a pair of skinny jeans. Throw on an leather motorcycle jacket and my Anine Bing studded boots complete with my Chanel WOC and voila! Classy with edge!

What is your best advice for a fashionista with a disorganized closet?

It's hard sometimes to see the forest from the trees. The best advice I can give is to invest in a personal stylist. Even if you can just afford an hour or two they will really give you a start in the right direction. Other options are to ask a friend to help, a second set of eyes can be important.

Just do it! Hit your local home stores. Go buy new hangers, clear bins and shoe organizers. Google organizing a closet and start with the advice you find online. In October I will be teaching a course in Vancouver on how you can get yourself organized.

Who are your style icons?

Off the top of my head: Jackie O (for her effortless chic look, she popularized the appeal of classic dressing, pearls, flats and over-sized shades), Audrey Hepburn (defined the LBD) Angelina Jolie (the whole package) Miranda Kerr (classic, chic and comfortable style), Kate Moss (the queen of boho cool)

Being the seasoned traveler that you are where is your favorite place in the world?

I have traveled all over the world and the first place that comes to mind is Italy. I was in Rome and Florence last year after fashion week and I just fell in love with Florence. It's hard to beat Italy when it comes to amazing food, architecture and fashion. I came back from Florence with 6 or 7 pairs of shoes.

What item would you tell clients to splurge on?

A good pair of pumps and a classic purse. I always tell them to buy the classic's first. So if you have some money and you want to build your wardrobe start with a nude or black pump and a black purse. I would suggest something like the Christian Louboutin Hyper Prive in nude and a Black Chanel purse.

Why is fashion important?

I think of fashion as a creative form of expression. It is also a form of communication. You are communicating to others who you are and what is important to you, whether or not you realize it. So it is always important to put your best foot forward so that others can see the best you.

What is your favourite outfit you've posted so far?

Oh this is a hard one. They are all my favorites that's why I posted them! I like the post I did on the " Summer Frock" I love dresses and I wear them all the time. I have to say one of my favorite outfits is for sure my Xenia and Olya dress they gave me. It's stunning and so comfortable. The only thing better than a great throw on summer dress is a great pair of boots. I am obsessed with my two pairs of Anine Bing boots. The studded and the cowboy boots that you can see me wearing on most of my posts, I really never take them off.

Kelowna is known for it's hot weather and beach filled days. How do you stay looking stylish at the beach?

Kelowna is the most northern tip of the California desert, and I think we have adopted a bit of the California vibe here. Looking stylish at the beach is here is easy, anything goes. You can pick your look, but my best advice when trying to look good at the beach is to spend your money on a really good bathing suit. Make sure it fits and you are comfortable...after that anything you throw on is going to look good because you are going to feel great.

Where do you see the future of Style by Kim?

I see it as one of the top fashion blogs in Canada that connects the readers to the fashion world in a way that is relative to them. I see major collaborations happening with designers and celebrities.

Follow Kim on her [blog](#), [facebook](#), [Twitter](#), and [Pinterest](#). And, do not forget to check out www.shopUNIQUES.com to buy some stylish and unique pieces for your wardrobe.

By: Megan Gartrell



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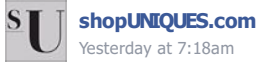


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