

inspiredSTYLE

BY LIA CROWE WITH KIM APPELT,
CELEBRITY STYLIST, SOCIAL MEDIA "INFLUENCER" AND ALL AROUND INSPIRING WOMAN

"STYLE IS ALL ABOUT CONFIDENCE. IF YOU FEEL GOOD
IN WHAT YOU ARE WEARING ... GAME ON!"



LATEST OBSESSIONS FAVOURITE NEW

PRODUCT: Routine Natural Deodorant, created by two sisters in Calgary. **LOCAL FAVOURITE:** Killer necklaces by Kelowna-based Tangerine Ideas, made with love and positive energy. **CAN'T STOP WEARING:** "Fringe" Jeans from AndAgainCo — "I love this eco-friendly start up!"



READING MATERIAL

ONLINE: Vogue, Refinery 29. **FAV PRINT MAGAZINE:** Harpers Bazaar, Vogue, W Magazine. **COFFEE TABLE BOOK:** Grace by Grace Coddington. **LAST GREAT READ:** Light is the New Black by Rebecca Campbell. **BOOK CURRENTLY READING:** Thrive: The Third Metric to Redefining Success and ... by Arianna Huffington. **FAVOURITE BOOK OF ALL TIME:** The Tipping Point by Malcolm Gladwell.



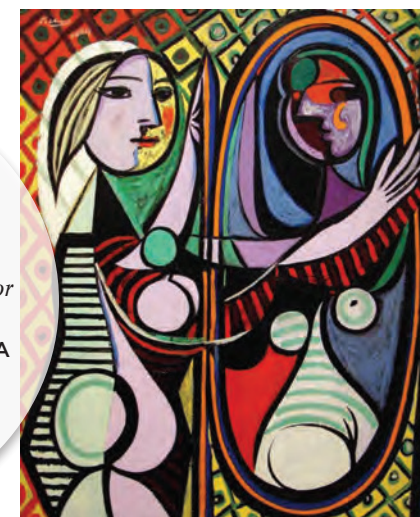
FASHION & BEAUTY

UNIFORM: Black Mackage leather jacket, white tee, ripped skinny jeans, booties. **ALL-TIME FAVOURITE PIECE:** Mackage Leather Moto Jacket "Kenya." **CURRENTLY COVETING:** Chloe Studded "Susanna" Velvet ankle boots. **FAVOURITE PAIR OF SHOES:** Alexander Wang Booties. **FAVOURITE DAYBAG:** "Neverfull" Tote by Louis Vuitton. **FAVOURITE JEWELRY PIECE OR DESIGNER:** My gold "xo" necklace designed by me! I am currently designing a line of jewelry with LA designer Simon G. **FASHION OBSESSION:** Shoes. **ACCESSORY YOU SPEND THE MOST MONEY ON:** Chanel purse. **MUST HAVE HAIR PRODUCT:** Oribe Texture Spray. **BEAUTY SECRET:** I wash my face with Dove soap.



STYLE INSPIRATIONS

STYLE ICON: Angelina Jolie. **FAVOURITE ARTIST:** Pablo Picasso. **PIECE OF ART:** Girl before a mirror (Picasso). **FAVOURITE FASHION DESIGNER:** Alexander Wang. **ERA OF TIME THAT INSPIRES YOUR STYLE:** 1990s Grunge and the 1960s Boho Vibe.



CHATTED WITH KIM OF "Style By Kim XO" in her kitchen, as makeup artist Jenny McKinney did her magic in preparation for a day of filming Kim's YouTube show, *Secrets of a Stylist*. As I tried to get a sense of what her life looks like from day to day, this is what she said:

"I start at 5 a.m. I like to have quiet time to myself with a tea or a coffee to set my intentions for the day. What am I doing today? What direction am I going in? What do I want to get out of the day for what I am giving out?"

Kim has been styling for a long time, but about four years ago she started sharing what she was wearing on Instagram, and very quickly saw a positive response.

"Instagram was sort of an accident, but the thing that gets me really fired up now is reaching women and realizing what I can give back to them. Life can be hard, juggling careers with marriage and children. I look at fashion as a way to lift people up and I see styling is a gift that I have been given to share."

As a member of the nominating committee for the Canadian Arts and Fashion Awards (CAFA), Kim is passionate about supporting Canadian fashion designers and fashion that's locally made in Canada.

"But first and foremost I'm passionate about and thankful for my family." 📌

