

For Immediate Release:

Celebrity Stylist Barbra Horowitz Now Available for Virtual Styling Consultations

Los Angeles—January 7, 2008— Red carpet style and impeccably well put together looks are no longer reserved for A-List celebrities only. Women across the country are seeking online New Year fashion advice from Barbra Horowitz, celebrity stylist and author, for her expert assistance in selecting key wardrobe pieces and gaining control of their closets.

Online styling consultations are a convenient and easy way for individuals in any location to have access to world-class services normally only available in select metropolitan areas. With the use of a webcam, Horowitz meets with clients for one-on-one sessions aimed at helping them develop a fashionable, organized and versatile wardrobe that strategically utilizes as many existing pieces as possible.

Although once considered to be a luxury only few were privileged to, professional styling services are increasingly in demand by those from all walks of life. “Today’s women want to know how to make sense out of all the stuff they have in their closets, and look great in every situation from a night on the town to shuttling the kids to soccer practice,” said Horowitz. Often flown to on-site locations, Horowitz offers both in-person and virtual styling consultations based on the requests of her clients.

While some may assume that hiring a stylist will mean having to rush out and purchase an all-new expensive wardrobe, Horowitz said the opposite is usually true. “Most women already have too many clothes and as a result become overwhelmed when it comes to choosing outfits. I work with my clients to simplify their wardrobes and their lives by sorting and hand selecting from items they already own before any new items are purchased. This process alone can make the services of a stylist cost effective,” she said.

Closet Control, released by Horowitz in November 2007, details her signature “eco” approach to style, a liberating system for knowing when to keep an item, restyle it for an all-new look or toss it out. “Learning how to be resourceful with your wardrobe is an economical and empowering way to start the New Year. When you feel better you accomplish more,” said Horowitz.

From coping with a few pounds of weight gain to a simple case of the “wardrobe blahs”, women turn to Horowitz for a variety of reasons. Here’s what one LA mom had to say: “I’ve recently put on a few pounds and honestly thought I’d have to toss everything out and buy a whole new expensive wardrobe. I’d basically been living in jeans, sneakers and t-shirts because nothing worked for me anymore. In six hours, Barbra created 30 new outfits out of the stuff I already had in my closet, without any expensive shopping trips. I did purchase just a few items at wholesale to round things out and love it all.”

Based in Los Angeles, Barbra Horowitz offers both in-person and virtual styling sessions to a diverse group of clients across the country. Her celebrity clients include Chelsea Handler, Friday Night Light’s star Matt Czuchry, Eureka’s Ed Quinn, High School Musical’s Jessica Tuck, and The Two Meanie Moms on the Adventures of Old’s Christine Tricia O’Kelley and Alex Horner. In addition to being the West Coast correspondent for British Vogue Online, Ms. Horowitz is also the creator of “Tee Parties”, unique on-site events where guests learn to create custom one-of-a-kind wardrobe creations from ordinary t-shirts. Corporate “Tee Party” clients have included Air Jordan/Nike, Guess/Marciano, Forever 21, Miss Sixty, Skyy Vodka and Vanity Fair.

For more information about the services of stylist Barbra Horowitz, or her recently released volume *Closet Control*, please visit www.barbrahorowitz.com .