

BARBRA HOROWITZ: "THE PEOPLE'S STYLIST"



Barbra Horowitz is a celebrity/personal stylist, the on-air personality and West Coast fashion correspondent for British *Vogue* online, and now author of the new book/DVD *Closet Control* (Sterling Press 2007). Barbra has worked with fashion models and celebrities including comedienne **Chelsea Handler**, **Jessica Tuck** (*High School Musical*), **Sophia Bush** (*One Tree Hill*), and the two meanie moms on "The New Adventures of Old Christine", **Tricia O'Kelley** and **Alex Horner**. But Barbra's true passion is playing the role of "The People's Stylist", spreading the word that working with an expert is not just for the red carpet or the rich and famous anymore.

A nationally recognized stylist, Barbra is frequently flown around the country to work with women and men, teaching them her "eco-selfish" and economical approach to fashion. In *Closet Control*, Barbra explains the concept of Eco-Selfish Fashion: working with what you have rather than constantly buying more. The book shows how to recycle, reuse and re-work your clothing for yourself, and in the process you may even be helping the environment. As Barbra likes to say, "I am not hugging trees, but there are shades of green in everything I do." The book comes with an hour long DVD, which includes Barbra's closet and styling sessions with clients such as **MTV producer Kalissa Miller**, **Chelsea Handler**, musician **Tommy Shaw** of Styx and an interview with fashion expert **Robert Verdi**. Barbra also gives viewers a complete ten minute lesson in how to cut their own stylish custom tee shirt.

Barbra comes by her clever sense of style not as a learned skill, but as a way of life. Her father sold high-end menswear at discounted pricing, and her mother is an out-of-the-box, gifted jewelry designer. Growing up under the precise fit of men's clothing and the free form expression of jewelry design allowed Barbra to hone her client's image into one of perfect proportions while creating a casual elegance that is ever on the money--for less. Starting out in retail, Barbra later worked in the modeling industry for eight years and handled top models turned actresses **Charlize Theron**, **Shannon Elizabeth**, and **Bijou Phillips**.

In 2000, she launched a line of re-cut tee shirts called Rigged Tee Shirt Couture, carried by Los Angeles high end boutiques Fred Segal and Madison, and later created the Rigged Tee Party, where she would custom cut her tops for party guests. To date, Barbra has deconstructed more than 3,000 tops at Tee Parties hosted by both individuals and corporations, including Guess, Miss Sixty, Sony and Nike.

Barbra continues to showcase her fashion expertise and organic wisdom in a growing number of mediums and venues. Starting in January, 2008, Barbra will be the host of her own Internet radio program "**Fashion 411 - It's Never Just About The Clothing!**" on Karma Air (www.karmaair.com). "Fashion 411" will cover everything fashion--the good and the bad--and how fashion affects us.

Barbra now offers styling services online. Says Barbra, "I'm very excited. My Virtual Styling Services lets people work with me from all over the world. With a webcam and laptop, the possibilities are endless."

Barbra Horowitz and her work have been featured in *People*, *Rolling Stone*, *The Chicago Tribune*, *The Los Angeles Times*, *LA Weekly*, and *DailyCandy.com*, as well as numerous fashion trend blogs.

For further information see:
www.barbrahorowitz.com