

BARBRA HOROWITZ



The People's Stylist

BARBRA HOROWITZ
Personal Stylist
barbigb@yahoo.com
(323) 933-2565

www.barbrahorowitz.com

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**.

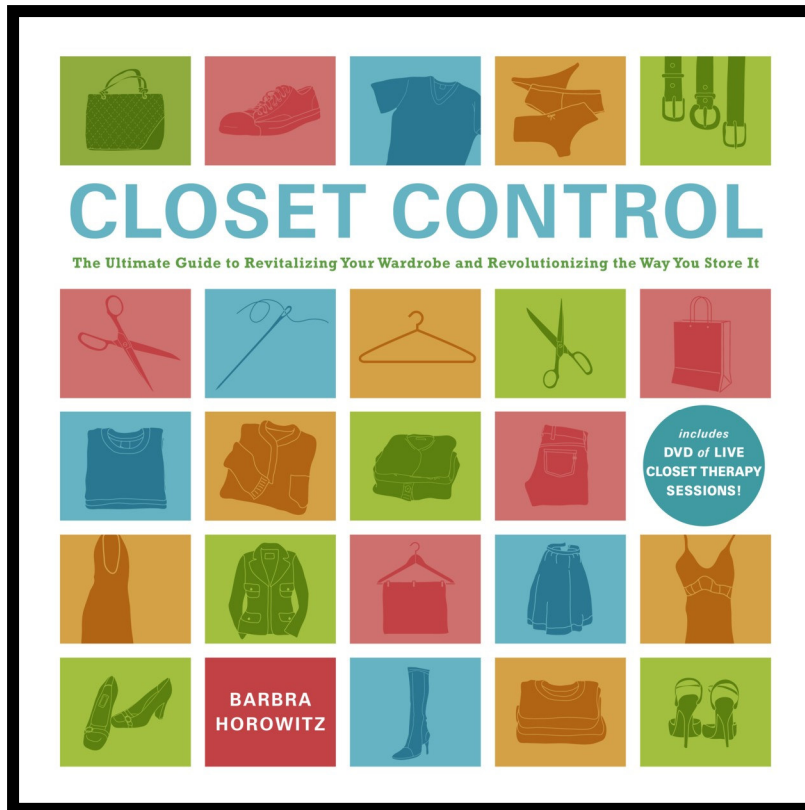
In 2000, she launched a line of re-cut tee shirts called Rigged Tee Shirt Couture, carried by Los Angeles high end boutiques Fred Segal and Madison, and later created the Rigged Tee Party, where she would custom cut her tops for party guests. To date, Barbra has deconstructed more than 3,000 tops at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



Closet Control

The Ultimate Guide to
Revitalizing Your Wardrobe
and Revolutionizing the Way
You Store It

Book and DVD, Hardcover

by Barbra Horowitz
Sterling Press, 2007

Closet Control is available at
Barnes & Noble throughout the
U.S. and online at Amazon.com

Time to go in the closet...and take a tough-love look at what's inside!

Wardrobe consultant to the stars, fashion journalist, and style guru Barbra Horowitz is on call for a little clothes therapy. With expert guidance and extremely practical how-tos, Horowitz shows how simple it is to send your fashion-happiness quotient into the stratosphere. She outlines the personality traits common to all clothes hounds, describes her unique fashion philosophy, and introduces her core concept of "eco-selfishness:" working with what you already have to get what you really want by revamping, recycling, and reselling. Throughout, there are easy instructions for restyling clothes along with sidebars packed with streamlining tips and case studies of real-life wardrobe renovations. Plus: the book includes a full-length DVD of real-life closet therapy sessions and a complete ten minute lesson in how to cut your own stylish custom tee shirt.

Praise for *Closet Control*:

" *Closet Control* is packed with tips and hints about getting things back on track. And you can rest assured you're in safe hands: as VOGUE.COM's fashion correspondent in LA, Barbra...is at the cutting edge of all things style."

Leisa Barnett
British Vogue Online
www.vogue.com.uk

VOGUE.COM

www.vogue.com.uk

DAILY NEWS



COMING OUT OF THE CLOSET

FULL wardrobe and nothing to wear? US stylist to the stars, **Barbra Horowitz**, can sympathise; her new book, *Closet Control*, explains everything you need to know about purging, organising and regenerating your clothing collection – without throwing wads of cash at it. "It's time to start looking at your ex-favourite fitted jacket and thinking, 'How could I tailor it? What colour could I dye it? What does it look like with the sleeves chopped off?'" she says. "Being fashionable and looking good doesn't have to cost you more money. This is the basic philosophy behind everything I do." From simple dyeing techniques to how to put together separates to suit you, *Closet Control* is packed with tips and hints about getting things back on track. And you can rest assured you're in safe hands: as VOGUE.COM's fashion correspondent in LA, Barbra – along with her team - is at the cutting edge of all things style. Check out their show reports, direct from the LA Fashion Week front rows, all this week. (October 17 2007, AM)

Stylist Barbra Horowitz knows her stuff when it comes to fashion
© Christina Von Messling/VOGUE.COM

Hometown Heroes: Barbra Horowitz

Posted Nov 20th 2006 12:01AM by [Carly Milne](#)



With an eye for fashion, an unparalleled instinct and a mean pair of scissors, she can make over your wardrobe.

Does this sound familiar? You open your closet door and look inside. Despite racks and racks of clothes, you just can't find anything to wear. What's worse, you can't afford to buy more. What's a girl – or guy – to do? Call Barbra Horowitz.

"I grew up with two parents who were both very fashionable," she explains. "My father, one of three boys in his family, grew up in dress manufacturing. When my father decided to move our family from Los Angeles to San Francisco he opened a high-end, low-priced menswear store called Executive Clothes. I began working there on school breaks and summer vacations at age ten. I had the illustrious jobs of quality control (removing the basting out of suit jacket vents and rolling off lint acquired during shipping), answering phones and cashiering. Little did I know, what I was learning in menswear – as bored as I was – would ultimately shape the foundation of my styling business today."

And it's quite a business, but what's most intriguing is it all started with a t-shirt. Looking for

something to wear with her Frankie B jeans, Horowitz took an old t-shirt and cut up the sides, used excess material as lacing and turned it into a sexy, form-fitting top – one that caught the eye of a costumer working with Britney Spears.

Sensing she was on to something, Horowitz bought some shirts from Goodwill and started to experiment.

"I asked a friend if I could practice making these tops at her yard sale, thinking maybe I would sell a few... sell a few is what I did, and more," she recalls. "You hear the story all the time – 'I was just making these tops for myself and then people began to buy them!' – but you never believe it's going to happen to you."

Horowitz's tees started selling at boutiques like Fred Segal, making appearances on Hollywood elite like Fergie, Sarah Silverman, Martie Maguire of the Dixie Chicks and Britney Spears. Horowitz even spun her t-shirt designs into an event called Tee Parties, where huge conglomerates would hire her out to make t-shirt couture on the spot for party attendees. But Horowitz's latest accomplishment is Closet Therapy. One session with Horowitz will see all your old favorites reworked into new and fashionable frocks while keeping your sentimentality in tact.

So why this approach instead of celebrity styling? Says Horowitz, "There was more need for me to work with people that would really appreciate it... Besides, I wanted to cut things up, shrink things down and reinvent what people already owned. Reworking clothing and changing a garment from its original form is like taking a jigsaw puzzle that has already been put together and changing the pieces to fit in different ways. Each session is more exciting to me and my vision!"

BARBRA HOROWITZ

VOGUE.COM

DAILY NEWS

LA FASHION WEEK COVERAGE BY BARBRA HOROWITZ

March 22 2006



LA FROM THE FRONT ROW

IF there is one woman whose opinion we can trust when it comes to reporting on the shows at LA Fashion Week this week, it's Barbra Horowitz. A self-made style guru, ex-model agent Horowitz is adept at sorting the keepers from the fashion disasters in anybody's wardrobe.

"Like a magician with a magic wand, Horowitz has her poignant sense of style and a pair of scissors," we're told. As well as injecting new life into tired fashion closets, advising on new staples as well as re-energising old favourites, Horowitz has launched a cult LA label, Rigged Tee Couture, for which she reworks classic men's T-shirts into corset-clever, flattering one-off pieces for women.

Now her brilliant skirts, dresses, scarves and shawls have made it into the wardrobes of the likes of Heather Graham and Cameron Diaz. Told you we could trust her. For more information, go to www.barbrahorowitz.com.

Dolly Jones

Packing Right

By **SHANA TING LIPTON**

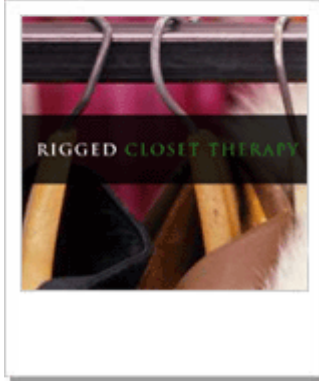
If you hate figuring out what to pack, don't. And if you really want to travel light, let someone else do the heavy lifting.

For \$150 an hour, personal packer Barbra Horowitz will pore through your closet and assemble ensembles for your trip. "You know what you're wearing Friday, Saturday, Sunday, Monday," says Horowitz, a former modeling agent and clothing designer whose clients include execs and celebs.

An initial session lasts about four hours, but once she's familiar with a closet, Horowitz will style and pack at a moment's notice. She's also available for on-the-spot advice. "One of my clients recently sent me an image of a pale blue leather jacket from Century 21 in New York," she says. "It's like virtual shopping."

Once that's done, call FedEx. The shipper will pick up your luggage at your home and deliver it anywhere in the country 24 hours later. International deliveries take two business days. Bags weighing 50 pounds cost about \$175 to send domestic and \$310 to go international, not including duties and taxes.

"If I go through Charles de Gaulle Airport, which has lost my luggage several times, I FedEx in advance so I know it's going to be there," says "Transamerica" producer Sebastian Dungan.



June 1, 2004

Closet Case

Self-improvement means different things to different people — particularly where appearance is concerned.

But whether you've got your sights set on a set of double Ds or you're slaving away for a pair of Louboutin lace-ups, there's a better way.

Get some closet therapy and discover that the answer, as they say, lies within. Barbra Horowitz, a wardrobe renovator, helps you re-imagine what's already in your closet, giving you fresh ideas for outfits. Still clinging to your ripped Guess jeans circa '94? Take a picture and ditch 'em. Convinced that Benetton rugby shirt will make a comeback? Heck, be a pioneer: Hem it up and wear it over a mini. Barbra has the tools to help you complete your extreme makeover without anesthesia, bandages, or an unnecessary spree at Fred Segal.

Barbra will also take your re-sellable discards to Decades or Wasteland and split the profits with you. Or you can always donate them to odwill.

Because self-improvement may mean different things to different people, but the rewards are boundless.

Rigged Closet Therapy with Barbra Horowitz (323-933-2565 or barbrahorowitz.com).

BARBRA HOROWITZ: TO A TEE

BY RICKESHA MORRIS

Thursday, June 17, 2004 - 12:00 am



After eight years of booking models for agencies such as Elite — and thinking she should be a stylist instead — Barbra Horowitz decided to take a break: “I was trying to figure out my next direction.” She lived off her savings while developing a show on fashion that she says she sold to MTV (although it never aired) as well as trying to get a clothing store opened. But when her roommate moved out of their Hollywood apartment, Horowitz — who was not on the lease — suddenly found herself homeless. For eight months she did the couch tour of various friends’ homes while living out of her Mercedes with her two pugs.

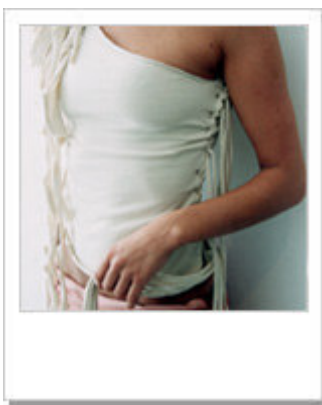
It was T-shirts that got a roof back over her head. For years, the San Mateo native had been altering clothes to fit her “forever junior body.” One day, she needed something to wear quick, and used scissors to transform a friend’s T-shirt into a sleek single-sleeve blouse — a costume-designer friend showed her how to lace up the sides. “I wore it to an opening, and boom,” says Horowitz. “I started cutting up everything for myself.” She began selling her shirts, which she called Rigged Tee Couture (www.barbrahorowitz.com) at the occasional yard sale. When she found herself homeless, she realized “with \$10 and a pair of scissors, I had a business.” Horowitz, whose mother designed jewelry and whose father owned a men’s clothing store, capitalized on her contacts with publicists and stylists: Britney Spears was her first client. Horowitz soon built up a word-of-mouth following. “My clothing is disposable fashion,” she says.

In January, Horowitz, who works out of a studio in her Miracle Mile home, helped a friend organize a closet; four months later, she now finds herself with an unexpected new business, Closet Therapy, in which she helps clients re-imagine their wardrobes. “I start with what they’re not wearing and go from there,” says Horowitz. “The less we have, the more we have.”

May 16, 2002

Tee Party, 2002

Customized Tees by Barbra Horowitz



Spring cleaning. Cathartic. Black Spandex mini? Buh-bye. Crippling Manolos? See ya. But...your ex's Lakers tee?

Crap. When it comes to T-shirts' sentimental value, it's hard not to lose your resolve. Time for help.

Scissors whiz Barbra Horowitz works true magic: a few snips, rips, and ties, and — voila! — that old tee is transformed. (As are the memories: She calls her work “T-shirt exorcisms.”) The result? An I'm-never-taking-this-thing-off state of bliss.

Watching her perform is half the fun, so bring that old XL to the next Rigged event this Saturday, May 18, at Fred Segal Santa Monica. (She'll be selling ready-made tees as well. A word of caution — her snips don't come cheap.)

Or host your own Tee Party, with Barbra as special guest.

Sartorial exorcisms? Okay. Ouija board not included.

Rigged Tees are available at Sharon Segal at Fred Segal, 420 Broadway, Santa Monica (310-394-4787). For more info, contact Tee Shirt Couture (323-464-3269). Meet Barbra Horowitz this Saturday, May 18, from 1 to 5 p.m., at Sharon Segal at Fred Segal.