



A DAY WITH A FASHION STYLIST

Ise White

Kids love to play dress up and as a child Ise White loved to dress up her cat and create outfits for him. Inspired by her mother who was a dress maker and her aunt who was a costumer for the Danish Opera, Ise later designed costumes for herself and her friends. She decided to study figurative drawing/painting and moved to New York for her masters. Little did she know destiny had other plans for her!

One day she received a phone call from Daymion Mardel, a friend of hers who was also the assistant of the famous photographer Richard Avedon. Daymion wanted to know if she had an interest in fashion and of course she did! But she did not have any styling experience. Not an issue, his answer was “**Ise, I am going to change your life**”. This simple conversation between

friends became a defining moment in Ise’s life. She tells Modelixir, “**I stopped being what I thought I would be and start being what I was meant to be**”.

And it has been 17 years! Ise worked for all the famous magazines you can think of: Vanity Fair, Vogue, Time and the list goes on. She also worked with many celebrities such as Juliane Moore, Robert Redford, Alicia Keys, Queen Latifah, and Michelle Obama etc... Ise can work and style anyone, from chic to conservative and a lot in between!

When asked what makes a great fashion stylist, her answer is very down to earth “**the ability to problem solve, predict issues, understand the demands of the client and bring better than what they ever imagined**”. So it is not all about being creative, a stylist has to be able to adapt to any situation and think outside the box while respecting the person’s comfort zone. It does not seem so easy!

Before a shoot, Ise sits down

with the client to understand their needs; she then brings the vision to life while anticipating what could go wrong. She is a busy bee! She scouts locations, creates the storyboard, connects the talent, puts the outfits together and directs the hair and makeup artists. She is a team player and allows everyone to contribute. On set, she cannot go without certain equipment and some might surprise you: double stick, assortment of boobs, black men's socks, clamps, razors, safety pins, alcohol swabs, shoe horn, sewing kit, fishing line, glue gun, four different types of stain remover, sharpies, post its, and scotch tape.

How can she be so creative? She tells us “**Sometimes I am obsessed about an idea for years before shooting it, sketching it out, elaborating on it**”. She also knows who to turn to in order to bring her creations to life, she says “I have a group of artisans and craftsmen that I work with that executed my designs and ideas, collaborates to create unique sets, accessories, or

pieces. The best is when they take an idea and give their spin on it and improving it in their own way”. She loves when her collaborations are successful and the whole team achieves something beyond itself.

Ise has worked with many people but when we asked her what her most memorable moment was, she gave us an answer to remind us what is really important in life: “We were working with Kohl's and Conde Nast, Transformation Nation, to do a makeover for the woman who founded the first Aids/HIV center in DC for women. This lady burst into tears after saying she had always wanted to have a stylist and do a makeover. These are the moments it's all worth fighting for.”

Ise plans for a future show where artists get their inspiration from the love of life. “**I will work hard, push for new ideas and collaborations, eat many good meals, dance, travel and enjoy life**”. It sounds like a wonderful plan and great life philosophy Ise, thank you!

