

## THE SOPHISTICATE

**Amanda Platt's** celebrated 'less is more' style has had the power brokers flocking to her for more than 20 years; celebrity clients include Ruby Wax and Anne Robinson. Platt caters for men and women from 35 up who will spend, on average, £2,000 to £5,000 a session but she's no shopping snob and rates Zara and Hennes as favourites although her regular beat is Sloane Street. If you want glitz, she's not your girl. Platt believes in the power of 'appropriate dressing' especially for the more mature client. Her personal style has always been honest and direct. She checks how much input a new client wants and if they want the truth she gives it to them with both barrels. Dressing, she says, is all about confidence. Her clients are loyal and long-standing; many have entrusted her not just with their wardrobes but their teeth, hair, houses, even their gardens. Platt costs £650 per day and £500 for a half day. Contact her on 07973 662687

## THE HIPSTER

**Camilla Yonge** is very popular amongst the young, fashionable London crowd. Aiming to give clients 'confidence to make your own personal style work', Yonge introduces clients to the city's best kept secrets: designers who make clothes according to body shape and colouring but she is happy to travel to any UK city. Her personal style is 'good cop, bad cop', helping clients to build up their confidence but also being honest and truthful when clothes or shops do nothing for them. This summer, Yonge plans to get all female clients into three quarter length shorts for work and into print dresses for going out and believes that her signature style of simple yet chic works wonders for all. Yonge charges £200 per half day, £400 for a full day and £75 per hour. Contact her on 07711 277 969

## THE GURU

**Priscilla Bokhara** deals in 'image mastery' and says she'll cater for everyone, from seven months to 70 years old. With tailor-made shopping trips based on spending power, Bokhara will source from a wide range of shops whether it's Oxfam or Hammersmith Vintage and Textile Fair, to Gucci, Chanel and Vivienne Westwood. Bokhara recognises that clothing represents only 20% of an image and that the other 80% is the mindset of the individual, and prides herself on an innovative and human approach that allows clients to find a look they are comfortable with. Bokhara also offers signature services, from Wardrobe Detox to Panache, popular among celebrities needing that red carpet glow. Bokhara herself charges £600 per half day, £1,000 for a whole day. Bokhara senior stylists from per day, £700 for a whole day. Contact her on 07949 268 939



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# Up close and personal

The Resident's guide to the very best shopping consultants

## THE NEWCOMER

With her brand new company, Wardrobe Editors, **Sarah Rollason** is attempting to change the oft-used phrase 'a wardrobe full of clothes and nothing to wear'. Catering for men and women aged 30 plus, Rollason and her Fulham-based team shop at small local boutiques as well as high street stores and can arrange bespoke tailoring. Whilst they allow the client to make the final decision, Wardrobe Editors have one rule – clients must try on anything they are asked to. No bullying is involved and clients certainly don't have to buy, but they must be open to new fabrics, styles and colours. A wardrobe edit will take about four hours. Once it is established which items are needed, shopping can begin. Resident readers are entitled to a 15% discount when booking. Contact 07786 650 516

## THE STARMAKER

**Kathleen McGarry** was behind Emma Thompson's transformation into queen of the red carpet. Having worked with other leading ladies such as Imelda Staunton and Rosamund Pike, McGarry knows how to pull out the stops. She adopts a very personal approach, understanding that clothes often have great sentimental value and are not easy to part with and believes she is an expert in helping clients 'clear the clutter'. Her technique is to ask lots of questions to understand her clients and it's a sure-fire way of finding out what is inside the wardrobe. She allocates as much time as the client requires and her rate varies from person to person but can be determined on request. Her motto? If you don't love it, don't buy it. Contact her on 07768 865 778

## THE PLAYER

Insiders say that **Karen Hale** is the business. Recommended by Lucia van der Post and Lisa Armstrong, she has styled TV presenters, MPs and interior designers. She is happy to create a unique style for any client, mixing designer pieces with high street fashion. She maintains that age, style and budget will sometimes dictate which shops to visit but she does encourage clients to be adventurous and to enjoy their clothes. With seasonal updates, each session will incorporate a three-hour wardrobe consultation at home and then a three-hour shopping trip, priced at £75 per hour. She is tipping that the pencil skirt and trouser suit are due some publicity in the coming months, and says that now is the time to purchase that trench coat. Contact her on 07956 626 740