

## Home: Featured Diva



*Margaret Lilly is the gal behind Lilly's Closet, a chic personal styling & shopping company. We sat down with Margaret to get the story behind her business, her life, and her inspirations. Visit her online at [www.lilysclosetonline.com](http://www.lilysclosetonline.com).*

### 1. What inspired you to launch Lilly's Closet?

The inspiration came from two things: my family and my love of fashion. I had been assisting my six sisters with their wardrobes for many years, from dressing them for events to weeding out their closets and while the idea kept coming to mind to make a business out of it, it never seemed to be quite the right time. After majoring in fashion while simultaneously gaining eleven years of retail experience from both the sales and management levels, I decided to make it happen. I think that if you have the luxury of doing what you're most passionate about in your choice of careers that it's fully worth it. With the continued support of my six sisters (and mom!), Lilly's Closet was born. I'm happier and more motivated then ever and I get to eat, sleep and breathe fashion for a living!

## Upcoming Events

**Lilly's Closet Launch Party**  
Maggie & Lola Boutique  
June 10th 2006  
6:00pm-9:00pm  
For more info visit  
[lilysclosetonline.com](http://lilysclosetonline.com)

### 2. Tell us a little about the company.

I wanted to provide fashion advice for all aspiring fashionistas, from the young professional to the baby boomer. There's nothing more fun then assisting someone in looking their best from head to toe. We provide three main services: Closet Editing, Personal Shopping and Personal Styling.

I have a lot of fun working with each client and building a relationship with them. I think what makes my services unique is that I want fashion to be for everyone not simply the socialites of the world. How much fun is it to say that "my stylist dressed me" without being a millionaire? I've put together outfits from Saks to Target while touching upon several retailers in between. The services are broken down into packages depending on how small or large the request and can also be tailored to fit the needs of each client.

### 3. What is your favorite part about being a Stylist/Personal Shopper?

The end result: a more confident individual! I always loved the movie Clueless with Alicia Silverstone, where her best friend "Dionne" references how much "Cher" (Silverstone) adores making over an individual: "it gives her a sense of control in a world full of chaos"! I take Before and After Polaroid shots to document the transformation for both myself and my client. It is really rewarding to see your client the day of the event exuding confidence from head to toe, knowing that I helped them get there! I also enjoy meeting new people, making friends and doing what I love to do!

### 4. Can you give us some tips on current trends and styles?

I firmly believe that you don't have to buy in to the trends to look "current". I recommend capitalizing on the shapes that flatter your body type and make it your own with color and accessories.

If you wish to follow the trends however anything white is big this summer, especially variations of eyelets. With the sweltering D.C. heat there's nothing sweeter than an eyelet wrap dress or skirt mixed with turquoise or brown or red accessories.

Try to have one, "impact piece" per outfit. Whether it's a scarf printed dress, a chunky necklace or a wide belt, less is more!!

Remember not all trends work on every body type, especially two hot trends of the moment Tunics and Leggings. If you must sport the Tunic Look: find a tunic that's cut slim throughout the body (you don't want a lot of excess fabric) and wear it with a slim pant. Balance out big on top with slim on bottom and vice versa.

#### **5. Tell us a little bit about yourself (background, hobbies, etc.)**

I grew up in Silver Spring, Maryland and I am one of eight children. I have a twin sister named Lucy. I am now married and live in Alexandria, Virginia.

I started out my fashion career at local D.C. boutique South Moon Under eleven years ago as a sales associate through high school. I worked for Nordstrom through College while majoring in Clothing and Textiles. After graduating, I was a manager and merchandiser for Banana Republic for two years and became a store manager for Brooks Brothers in California there-after.

I love to shop vintage shops from Virginia to Maryland.

In my free time I like to hike, workout, play with my dog "Jackie O", watch movies and travel.

#### **6. What advice can you give to women who dream about launching their own business?**

It's never too late to start your own business. But stop talking about it and do it. The risk involved can be balanced with research, planning and a lot of hard work. There will always be other entrepreneurs out there so remember that the key to making your business unique is through execution. There is only one "you" so capitalize on the strengths that you can bring to the table and go from there. With that in mind, know your weaknesses. Utilize all of the resources around you from family and friends to Community Business Centers. The hard work never ends but it's worth it if you're doing what you love.

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