

THE KIT

The Investment Issue: Decoding the luxury of fragrance, fleece goes high fashion, feathers to tickle your fancy



Karla Welch, photographed at a fashion and film panel hosted by Swarovski and *The Kit* at the 2019 Toronto International Film Festival.

SWAROVSKI BROOCH, \$169,
RINGS, \$169 AND \$139,
SWAROVSKI.CA

Authority figure

Canadian celebrity stylist Karla Welch is the coolest image maker in Hollywood

BY LEANNE DELAP | PHOTOGRAPHY BY NATHAN CYPRYS

Karla Welch traffics in confidence. She herself is refreshingly self-assured: "I definitely have style," she declares. That she does, from her curly, close-cropped hair to the pointy tips of her white patent mules, a slim black Celine pantsuit in between. And it is confidence that she provides to celebrities, who need to project impermeable style all the time now that "content" is a 24/7 taskmaster.

As the premier celebrity stylist in the game right now,

Canadian-born Welch has earned the right to be cocksure. She was ranked as the number one stylist by *The Hollywood Reporter* in 2017 and profiled in *The New Yorker* earlier this year. She boasts a client roster of strong individuals known for having great personal style: Tracee Ellis Ross, Ruth Negga, Olivia Wilde and Elisabeth Moss.

Last month, Welch spent a few days in Toronto for TIFF, where she dressed a number of actresses, including inimitable fashion force Sarah Paulson. Welch took time out to talk on a panel with *The Kit's* editor-in-chief, Laura de Carufel, at a Swarovski-sponsored event, and be interviewed for this profile. But first, *bleep-bleep* went her iPhone, the heartbeat of Welch's business. A wrinkle crisis was averted with a few swift keystrokes, a new steamer unit dispatched to a hotel.

Celebrity styling is a relatively new career path, and Welch basically made up her job as she went along. She began working with her husband, photographer Matthew Welch,

styling musicians for shoots. While out shopping for Feist, she got scouted by the Wall Agency, which is like Los Angeles's central casting for stylists—sort of like a model scouting, but instead of her high cheekbones it was her cool outfit that caught their eye. "Mine has been a 15-year overnight success story," she says. "But believe me, it has been hard work. I missed family holidays."

As the role of a celebrity has changed, her work has changed along with it. "Today, it isn't just the red carpet. A celebrity needs outfits for all kinds of content, and they get photographed on the way out to dinner, in the grocery store." So her work is a continual busy period, though Oscar season is especially hectic. "This past year, we did 20 people for the ceremony, the parties, and everything in between. Isn't that crazy?"

CONTINUED ON PAGE 7

A bra for every body

FIND YOURS AT HUDSON'S BAY
AND THEBAY.COM

1. This standout bustier in leopard-print satin screams old-Hollywood glamour. Sizes 32B to 38D. **DKNY** \$61

2. Splash out on a special balconette bra with embroidered overlay. Sizes 32B to 36DDD. **B.TEMPT'D** \$51

3. Treat yourself to this vintage-y bra with seamed cups for great shape and lift. Sizes 34B to 44H. **WACOAL** \$83



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TRIUMPH



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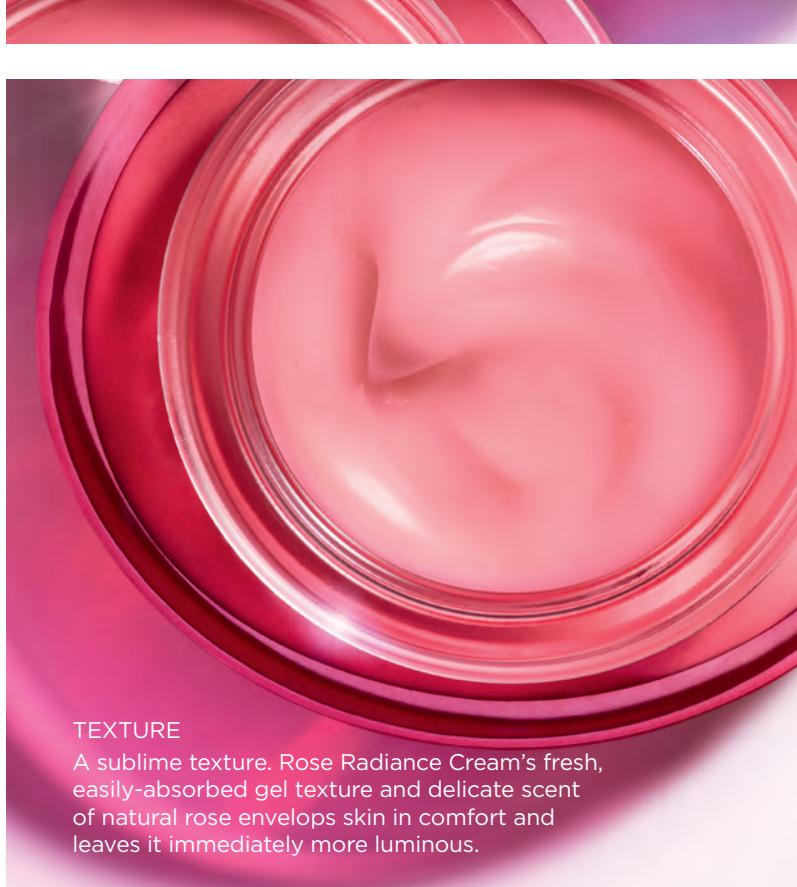
32C TO 38DD \$70

32B TO 38D \$49

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CLARINS.COM

*Satisfaction test, 105 women, 28 days

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CLARINS

Fuzzy feelings

Each issue, we're taking a major fall trend for a spin. This week, assistant art director **Poonam Chauhan** cozies up to the season's high-fashion fleece

PHOTOGRAPHY BY KAYLA ROCCA



3.1 PHILLIP LIM
JACKET, \$785,
THEBAY.COM.
WINNERS PANTS, \$25,
WINNERS.CA.

A few weeks ago, I helped my dad clean out his closet and came away with a bunch of his unwanted shirts. Along with dozens of oversized button-downs, I also grabbed some fleece V-necks and fuzzy vests. I've always been drawn to athleisure and streetwear—Aaliyah is my forever style idol. But this sporty, edgy way of dressing isn't always easy to translate to an office without looking like you just rolled out of bed. Comfort is a big priority for me—I have a long commute and spend lots of time on set. Getting dressed for the day is a delicate balance. I don't want to feel like I want to rip off my heavy earrings halfway through the day or worry about how tight my

waistband feels. So as soon as I spotted this cropped, oversized 3.1 Phillip Lim fleece, I was intrigued. Finally, something I can wear at my desk and feel comfortable (and warm!) and just plain cool. On the runways, the fleece was styled with a long flowing skirt. My style's not girly (the last time I wore a frilly dress was my university grad) so I stuck to a pair of leather trousers instead. "It's so you!" remarked my co-workers when I stepped out in this look. A sleek hair tuck was all that was needed to give the look even more fashion edge. And really, is anything better than feeling comfortable and also like the best version of yourself? I don't think so.



AKRIS, \$6,490, HOLTRENFW.COM. **BY MALENE BIRGER**, \$1,100, BYMALENEBIRGER.COM. **JACK BY BB DAKOTA**, \$122, NORDSTROM.COM. **RAEY**, \$165, MATCHESFASHION.COM. **YVES SOLOMON**, \$1,630, INTERMIX-ONLINE.COM. **J.CREW**, \$245, JCREW.COM

Stroke of genius

This pencil turned a lip-liner-skeptic into a full-blown believer

BY KATHERINE LALANCETTE



CHARLOTTE TILBURY
LIP CHEAT LIP LINER IN
ICONIC NUDE, \$27,
CHARLOTTESTILBURY.CA

Before Lip Cheat entered my life, I didn't really care about lip liner. Actually, scratch that, I kind of hated lip liner. It was the stuff that'd be left around your sweet great-aunt's mouth after Thanksgiving lunch, or the thing Instagrammers applied nowhere near their actual lips. I also suspected the whole concept was a marketing ploy designed to get us to buy a matching pencil for every lipstick.

But then I met Charlotte Tilbury. It was shortly before the makeup artist's eponymous brand launched in Canada back in 2015. A group of journalists gathered to hear her present the range in a painted-brick loft in Toronto. With her swaying ginger bangs and tales of vacationing with Kate Moss in Ibiza, she was impossibly fabulous and a tad naughty—i.e., very British. She purred about "delicious, supermodel skin" and "full, fat, sexy lashes," punctuating her sentences with frequent *daahlings*. I ate it all up—even the lip liner.

She called it her "backstage secret weapon" and explained how it miraculously reshaped lips, making them look plump and juicy and myriad other enticing adjectives pronounced in her even more

enticing English accent. I gave it a whirl that very night.

I picked Iconic Nude—the same shade Tilbury used on Moss on her wedding day. The soft taupey brown was nearly imperceptible yet somehow made my diminutive lips look downright pillow-y. Devoid of any pink or peach undertones, it was the colour of the shadow that would be cast were my mouth more prominent. Some real *trompe-l'oeil* trickery.

The formula was equally deserving of accolades. Nice and slippery, it breezily glided around my mouth with zero resistance. The waxy texture also seemed to create a slightly raised border, perfect for safeguarding lipstick and adding volume.

All that to say, it's been the sole lip liner in my makeup bag for the past four years. It gets along swimmingly with any pinky-beige, but the effect is so subtle, I can get away with wearing it sans lipstick. Just a

stroke around the edges and a tiny bit of shading in the corners, and I find myself pouting like someone who holidays in Eye-bee-tha—impossibly fabulous and a tad naughty.

"It made my diminutive lips look downright pillow-y."

THE KIT X COUGAR SHOES

WINTER BOOT REPORT

When the snow flies, you'll be grateful for a new pair of waterproof winter boots. Here are our picks from Canadian brand Cougar Shoes—each pair is temperature rated to -24°C and features non-slip soles, so you can face the elements in style.



Best for: Weekend errands
Why we love it: The braided band and toggles add rustic flair to this cozy shearling boot.

DUNCAN SUEDE SHEARLING BOOT, \$295, COUGARSHOES.COM



Best for: Girls' night out
Why we love it: This Nordic-chic tall boot is functional yet stylish with its fur trim and lacing up the back.

DURAND LEATHER BOOT, \$260, COUGARSHOES.COM



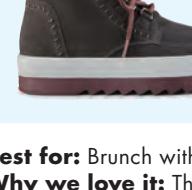
Best for: The office commute
Why we love it: The 2.5-inch wedge and rounded toe are polished enough to wear to work.

DYLIN SUEDE SHEARLING BOOT, \$275, COUGARSHOES.COM



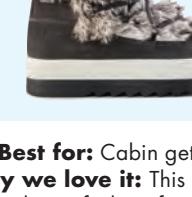
Best for: The school drop-off
Why we love it: These boots pull on easily, so you won't be fussing with laces in the morning rush.

TACOMA SHEARLING WINTER BOOT, \$275, COUGARSHOES.COM



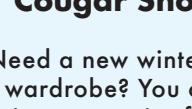
Best for: Brunch with friends
Why we love it: This sleek, slip-on style doesn't scream "snow boot" so it looks good inside and out.

VANETTA SUEDE MID BOOT, \$200, COUGARSHOES.COM



Best for: Cabin getaways
Why we love it: This low-profile boot has a fashion-forward look with max comfort and warmth.

VANORA SUEDE WINTER BOOT, \$225, COUGARSHOES.COM



Win Big With Cougar Shoes!

Need a new winter boot wardrobe? You could win every pair of boots featured in this article! Head to thekit.ca/cougar-shoes-contest to enter.

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THE KIT X PARAJUMPERS



Long Story

Meet your cold-weather saviour: the stylish knee-length coat

The best way to stay warm this winter? With a long coat that's as cozy as it is attractive. Italian luxury outerwear brand Parajumpers has plenty of longer styles to protect you from the elements. These quilted puffers pack serious sartorial punch, and they'll be your best friend once the wind chill kicks in. Read on for our picks.



You cannot go wrong with a long, minimal coat. Wear it with motorcycle boots for an edgier look or with sneakers for morning dog walks.

PARAJUMPERS SLEEPING BAG COAT, \$1,160, PARAJUMPERS.IT/CA



The length of this coat can be adjusted using the straps at the bottom, making it the most versatile piece in your winter wardrobe.

PARAJUMPERS PANDA COAT, \$845, PARAJUMPERS.IT/CA



We love the marshmallow hue of this Super Lightweight quilted topper. It's a softer, more practical take on winter white.

PARAJUMPERS OMEGA COAT, \$560, PARAJUMPERS.IT/CA

How to smell expensive

Perfumer Kilian Hennessy reflects on his lifelong love affair with fragrance and the importance of having a scent ritual

BY KATHERINE LALANCETTE | PHOTOGRAPHY BY NORMAN WONG

Growing up in high-society Paris in the '80s, Kilian Hennessy would watch his mother get dolled up for the evening's *événement mondain*. He remembers how her hair was teased sky-high, how her neck and wrists sparkled with diamonds, but most of all, he remembers the way she smelled. "She wore Fracas by Piguet and everything—her hands, her hair, her jewellery—was covered in tuberose," he recalls. "My first memory of scent is attached to that level of glamour."

The Proustian recollection would go on to play a pivotal role in Hennessy's life, informing his decision to forgo joining the family business. You see, he is *that* kind of Hennessy—the "H" in LVMH, heir to the fabled line of cognac makers going all the way back to 1765. And though the aromas of the familial cellars—the wood of the barrels, the sugar of the alcohol—would later inspire many of his creations, this Hennessy had other aspirations.

"I wanted to put perfumery back on its pedestal," he says. "I wanted customers to feel the same pleasure I imagine my grandparents feeling when they bought those gorgeous Baccarat bottles back at the beginning of the 20th century. Those wood *coffrets*, the satin lining, the tassel—there was such an attention to detail. When I looked at modern perfumery, it felt simplistic, disposable. I wanted to go back to that feeling but do it in a contemporary way."

Rather than rely on his name, Hennessy quite literally kept his nose to the grindstone, studying under legends such as Jacques Cavallier, the man behind Giorgio Armani's Acqua di Gio and Issey Miyake's L'Eau d'Issey, and Thierry Wasser, now the in-house perfumer at Guerlain.

"I would come back home and have all these little samples—my fridge was full of raw materials," he recalls. "I'd be composing late into the night and friends would be like, 'Come on, we're going out. It's Saturday night.' And I'd say, 'No, I'm working!'

Now I look back and think, 'What were you thinking staying home on a Saturday night!'"

The dedication paid off. Hennessy went on to work for Christian Dior, Paco Rabanne, Alexander McQueen and Giorgio Armani. Then, in 2007, he launched his own fragrance house, By Kilian.

The brand has become synonymous with sensuality, flirting with themes of temptation and thrill: to wit, *Forbidden Games*, *Playing with the Devil* and, of course, the bestselling *Good Girl Gone Bad*.

But at the heart of it all is an ode to the glamour of his childhood—exquisite



bottles meant to be treasured and refilled, juices to be sprayed "anywhere you want to be kissed," Hennessy says, quoting Coco Chanel.

"We use only the highest quality of ingredients available and we use three to five times higher concentrations than our competitors, and I think our customers feel it," he says.

That "it" refers to a certain taste of refinement. It's intangible yet can make you carry yourself a bit differently, boost your confidence, maybe.

"It's funny, this idea of feeling expensive," he muses. "I have a 15-year-old daughter who used to only dress

at Brandy Melville, but then she said, 'A lot of my friends now shop at Zadig & Voltaire.' So I had to go to Zadig & Voltaire,

and I said she could choose two or three things. She was cute because she came

home and put the sweater on and said, 'I feel so expensive' [laughs]."

So how does that translate into scent?

It's not about particular notes or olfactory families, says Hennessy, though he still

has a soft spot for tuberose. "My mom wears *my* tuberose now," he says with a smile. For him, it's about the way you treat fragrance, as a revered ritual and not some hurried afterthought.

"I believe in having a fragrance wardrobe," he says. "I like something lighter in the summer, but the colder it gets, the more I want to feel cocooned, like there's a cashmere scarf around my neck. I also have different fragrances for when I'm in jeans and a T-shirt vs. if I'm wearing a suit or going to an event. I always put my fragrance on last—it's the ultimate finishing touch."



"It's about being so in love with someone, that you have them underneath your skin," Hennessy says of his new musk and almond-milk mélange.

BY KILIAN ROLLING IN LOVE EAU DE PARFUM, \$312 (50 ML), HOLTRENFREW.COM

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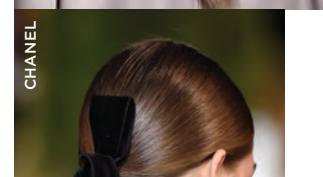
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SHOP THE TREND
Add some whimsy to your strands



ZARA HAIR CLIP, \$20, ZARA.COM



JENNIFER BEHR HAIR CLIP, \$365, NET-A-PORTER.COM



SLIP RIBBON, \$63, NORD-STROM.COM

All tied up

The new hair motto for fall? Put a bow on it

Snap clips and snazzy slides still hold a special place in our hearts, but this fall, we're introducing a new flourish to our repertoire: the bow. The accessory made a slew of appearances on the runways, hinting at our collective yearning for all things pretty. At Oscar de la Renta, black ribbons were imperfectly knotted around shiny low ponytails while the Chanel show saw half-up 'dos adorned with fanciful barrettes. Whether you go classic or embellished, velvet or grosgrain, trust a bow to up the romance of your hair this season.

—Katherine Lalancette

Let your feathers fly

In our new column, fashion history expert Anya Georgijevic reveals the fascinating stories behind the latest trends. First up: the most theatrical embellishment of them all

Few things epitomize drama like feathers. Whether it leans toward glamour or camp—or in the best cases, a bit of both—it's hard to look away from a feathered garment with its mesmerizing movement, bouncing and swaying like it's alive. This season, designers flocked to the material: we saw glamorous gowns by Marc Jacobs and Oscar de la Renta, hats by Valentino and shoes by Giambattista Valli. The embellishment has been a fashion favourite since the Renaissance, but the history of feathers as adornment is a tumultuous one.

Feathers first came into prominence in European fashion at the beginning of the 16th century, when men in prosperous trading centres began placing feathers in their hats. This new fascination had everything to do with the colonization of the Americas. After the conquest of the Aztecs, Hernán Cortés sent examples of their featherwork to the king of Spain, along with a codex of local birds and their feathers.

Ruling elites began sporting feathers to express their power and reach. In fact, feathers became so popular that a new profession was born: plumassier, one who prepares or deals in ornamental plumes or feathers.

It wasn't until the 17th century, when Louis XIV developed a taste for feathered hats, that it grew into a full-blown craze. Feathers were shipped from all over the world and often dyed in bright colours, even

gold. The Sun King's extravagant tastes helped establish Paris as the new fashion capital, moving away from Madrid as Spanish fashions increasingly became focused on dark colours.

By the time Marie Antoinette ascended the throne, feathers were already a daily uniform for French aristocrats. She, of course, took it to an extreme. The queen's elaborate hairstyle, always topped with feathers, would sometimes reach three feet in height. "The madness for feathers has reached a point of excess one never could have suspected," journalist Louis-François Métra wrote in 1775. "Hats that would have seemed ridiculous tall a few months ago no longer suffice."

Marie Antoinette lost her throne, and her head, in 1793, but the taste for elaborate headwear did not die with the French Revolution. By the mid-1800s, feather-adorned hats had become a must-have accessory for upper- and middle-class European and North American women. Sometimes they even incorporated the body of an entire bird, often reanimated with glass eyes. It sounds creepy now, but this was the height of fashion during the Victorian and Edwardian eras—and it cost the lives of millions of birds in an unregulated bird trade. This trend, now referred to as "Murderous Millinery," was perhaps the first to inspire activists in the protest of popular fashion. Their efforts lead to the Migratory

Bird Treaty Act of 1918 in the United States and the 1920 Plumage Bill by the Royal Society for the Protection of Birds in the U.K.

Although the feather industry is now mostly regulated, some activists argue that it is still unethical and compare it to the fur trade. Organizations like Responsible Down Standard ensure that certified brands such as Aritzia and H&M use only feathers that are collected (self-shed) or a by-product of food production.

The specialized craft of a plumassier is a dying one. Out of hundreds of feather houses that once existed in Paris, only four remain. And only one, Maison Lemarié, is still producing haute couture. But perhaps with new technology and a little bit of imagination, we'll see more and more alternatives that capture the same magic. On his fall runway, JW Anderson showed a frothy fuchsia gown that was misidentified as feathers by some reviewers, but it turned out to be a clever manipulation of very dainty fabric. Faux or real, it's hard to argue with the allure of feathers, which is why they will remain forever in fashion, in some form or other.



FRINGE BENEFITS

The season's prettiest plumed pieces



P.A.R.O.S.H. TOP, \$514, FARFETCH.COM



THE SLEEPER PYJAMAS, \$351, THE-SLEEPER.COM



ALICE MCCALL TOP, \$456, NET-A-PORTER.COM



GAS BIJOUX EARRINGS, \$324, NORDSTROM.COM



BROTHER VELLIES BOOTS, \$1,589, BROTHERVELLIES.COM

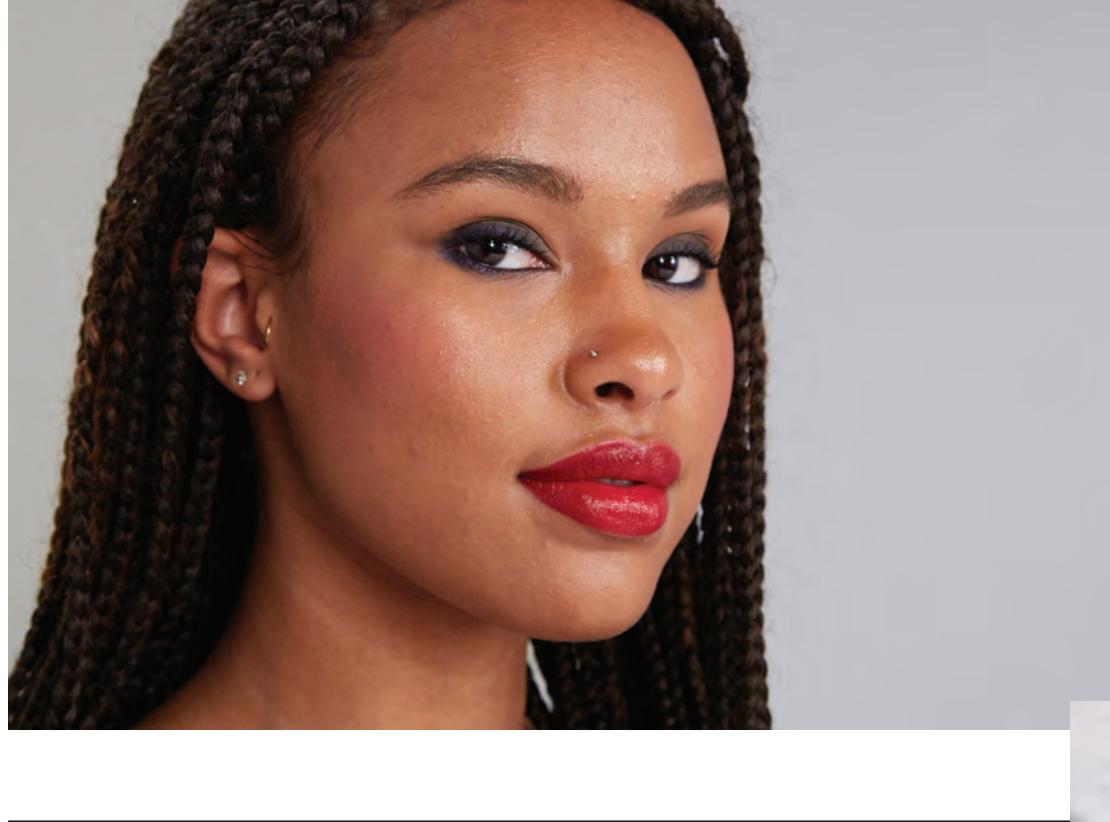


LEOFFLER RANDALL BAG, \$464, SHOPBOP.COM

THE KIT X LAURA MERCIER

Get glam for date night

If there's one time you want to put a little more effort into your makeup, it's date night. We've partnered with Laura Mercier Global Makeup Artist Michel Coulombe to bring you pro tips for achieving a striking soft-glam look in a flash. Head to [thekit.ca](#) to watch this and more video tutorials.



A big night out calls for a little extra care in your makeup routine. Think: sultry, effortless, sophisticated. Take a cue from this striking look, with softly smoked-out eyes and a killer red lip that can be done in 15 minutes. Here's the step-by-step breakdown.

STEP 1: Wet Laura Mercier Flat Eye Liner Brush and apply Tightline Cake Eye Liner in Black Ebony at the root of the lashes.

STEP 2: Apply Caviar Stick Eye Colour in Tuxedo above upper lash line. Use Smudge Brush to soften the line and diffuse colour out and up into the crease.

STEP 3: Line lower waterline with Inner Eye Definer Pencil in Black Violet.

STEP 4: Curl lashes using Artist Eyelash Curler and apply Caviar Volume Panoramic Mascara on upper and lower lashes.

STEP 5: Dust Matte Radiance Baked Powder in Bronze 04 on cheekbones and along hairline and temples using Bronzer Brush.

STEP 6: Highlight tops of cheekbones by applying Face Illuminator Highlighting Powder in Indiscretion using Fan Powder Brush.

STEP 7: Line lips, lightly filling them in using Longwear Lip Liner in Ruby. Then apply Rouge Essentiel Silky Crème Lipstick in Rouge Ultime all over lips for a bold look and blend with Lip Colour Brush.



TOOL KIT

Clockwise from left: Laura Mercier Rouge Essentiel Silky Crème Lipstick in Rouge Ultime, MSRP \$37, Caviar Stick Eye Colour in Tuxedo, MSRP \$35, Caviar Volume Panoramic Mascara, MSRP \$32, Longwear Lip Liner in Ruby, MSRP \$33, Face Illuminator Highlighting Powder in Indiscretion, MSRP \$56, Tightline Cake Eye Liner in Black Ebony, MSRP \$32, Matte Radiance Baked Powder in Bronze 04, MSRP \$50, Artist Eyelash Curler, MSRP \$26, Brow Pencil, MSRP \$31, Inner Eye Definer Pencil in Black Violet, MSRP \$32, Lip Colour Brush, MSRP \$33, Flat Eye Liner Brush, MSRP \$33, Smudge Brush, MSRP \$33, Fan Powder Brush, MSRP \$42, Bronzer Brush, MSRP \$58, at [thekit.ca](#) or [sephora.ca](#).

QUESTION

**What are the
makeup trends
to try this fall?**

ANSWER

THEKIT.CA
CANADA'S BEAUTY AUTHORITY



"I'm interested in democratic clothes," says celebrity stylist Karla Welch.

Authority figure

Continued from cover

With projects in different stages all the time, "I have a total filing cabinet for a brain," she says. "It's very grumpy work. I'm doing the steaming, the running, the zipping up." The key, she says, is never letting them see you sweat. "I don't really get rattled. I get super prepared." She's a noted SoulCycle spinning devotee, to which she credits her cool head.

Welch never dwells on what she's already done. "I don't do throwback Thursday," she says. "I look forward. I have a moment when we find 'the dress' and it is on and perfect and I get teary. Then it's straight on to the next thing."

What Welch does share with her 228,000 followers on Instagram are her political views, exhorting them to register to vote or reposting protesters holding a sign saying "White men with guns are America's biggest terrorists." We should all be speaking up, she says. "I can't just post dresses. I mean, I love dresses, but that would be vapid. My Instagram is personal. I hate to use the word 'authentic,' but it is literally who I am. I'm mature,"

Welch is 44—"so I can come to social media with a grounded view. But this is a time of dire straits, not only politically but environmentally. And I think shame on you if you have access to reach people and you are not. I know I'm harsh sometimes, but I don't really care. We have to be woken up."

Welch credits her mother for her moral compass. Growing up on the Sunshine Coast of British Columbia, in a little town called Powell River, she learned her work ethic dusting shelves from age 7 at her father's menswear store.

And even if she is an edgy classicist in her fashion sensibility, she also retains a particular style vernacular from growing up on the West Coast in the '90s—a little bit of grunge, some punk and some skater style, mashed up with a little Lady Di/Sloane Ranger admiration from afar. She absorbed the highfalutin fashion world through the lens of *Fashion File* hosted by Tim Blanks, a show she watched voraciously in her youth.

As a young woman, Welch moved to Vancouver, dropped out of college and became the sommelier

rated recently on affordable capsule collections with Levi's and Dockers; proceeds from the latter went to the anti-gun lobby group Everytown for Gun Safety.

Last month, Welch launched an app, Wishi (Wish I Had a Stylist). Welch herself approved the real-life personal shoppers who will perform services for the general public similar to what she does for celebs—giving advice on styling existing wardrobe items and suggesting new acquisitions.

As to her starry clientele roster, today Welch can pick and choose with whom she works, and she chooses interesting personalities. Many of her clients are also actively political. She's dressed Anita Hill and recently picked up star soccer player Megan Rapinoe as a client. Rapinoe slid into Welch's DMs—the two had been admiring each other from afar, and their political convictions synched up, and out of that energy came Rapinoe's victory tour of killer suits.

"You know what you're getting when you hire me," Welch says. "Someone who is directional, obviously political and a feminist. And I love my women. It's a little community we have." Welch works with two full-time styling assistants and two paid interns, and there are more employees at the agency and the fashion line. But, she says, "I approach each client very singularly. They all know I have lots of clients, but they all feel like they are my only client."

They also feel like themselves when she dresses them. "This isn't about setting a fashion agenda. They all do set agendas, but more importantly, all my girls own what they wear." She means figuratively, not always literally, as many celeb outfits are loaners. "It is about being yourself."

This is especially true of her most famous client. Most of her lineup is female, but then there

trained manager of the famed Vij's Indian restaurant, a celeb magnet on Cambie Street. That was where she met her husband, who was in town for a shoot. They have a child, Clem, who is now 13.

She and Matthew run a creative agency, Meritocracy, and she designs her own label, x Karla, for which Matthew shoots the campaigns. The line is focused on true basics—collaborations with Hanes on perfect white T-shirts, which she designs. Welch is wearing one today, under the Celine suit. "This is two years old. It gets better with age, with every wash. I'm interested in democratic clothes, clothes for everyone." On the x Karla site, you will find neon crop tops; some simple, perfect beaters; and striped Ts that have something insouciant going on with their high collar and capped sleeves.

Welch has also collaborated recently on affordable capsule collections with Levi's and Dockers; proceeds from the latter went to the anti-gun lobby group Everytown for Gun Safety.

is Justin Bieber. "He made me a great stylist," she says of their 10-year collaboration that started when his team reached out to her. She has seen him go from teen heartthrob to troubled "scumbro," the popular nickname for the style they invented together featuring long Ts, dropped-crotch pants and pool slides. Today, her fellow Canadian is the married, enthusiastically Christian star who is publicly sharing his mental health journey. Welch sees the through line. "He is driving menswear," she says.

The only time Welch gets vague is when she is trying to explain how she works. It's alchemy, you see, the collaboration with a celebrity on their image. As with many instinctive creative processes, it defies categorization. What she can say is that her method is "internal, not external. As in, I don't use mood boards. I have a strong reference library in my head—music, history, art, fashion—and then I bring it back to myself." The direction for a look just comes to her, she says. "I don't pull 100 things—I've already done the work in my head. I pull 10. And I already know the dress they are going to choose before I show them anything."

Welch's certainty must be comforting to a person about to face the gauntlet of ultra-high-def cameras and judgy style commentators. "You are a psychologist," she says. "My job is so intimate; I see people at their most vulnerable. And these women have to go out there and project themselves to a ton of people. I'm their armour. And I'm also their cheerleader."

In the end, confidence is priceless. But it can also be borrowed.

HIT PARADE
Karla Welch dresses her Hollywood clients so that they look like the best version of themselves



From top:
Busy Philipps,
Tracee Ellis
Ross, Caitriona
Balfe, Olivia
Wilde, Amandla
Stenberg.

"I see people at their most vulnerable. I'm their armour. And I'm also their cheerleader."

KARLA'S PICKS

What the mega-stylist is coveting this fall



"This turtleneck gown with printed flowers. It's one of the chicest dresses I've ever seen!"



"A perfect bomber jacket, sort of like the one I stole from my brother when I was 16. The key is fitted shoulders and ending right at the true waist."

NANUSHKA JACKET, \$900, MODAOPERANDI.COM



"Lots of layering necklaces by Swarovski and some big earrings. Oh, and a brooch!"

SWAROVSKI EARRINGS, \$119, SWAROVSKI.COM



"My x Karla tees. They get better with age and are the perfect fit."

HANES X KARLA T-SHIRT, \$40, XKARLA.COM



"Brown knee-high boots. Sort of '70s Network vibes."

TAMARA MELLON BOOTS, \$1,052, TAMARAMELLON.COM

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