

# Closet Therapist

*"I truly believe that if you can be anything at all...be yourself!"*

Personal Shopper and Fashion Stylist Elyzse Held has baptized herself a "closet therapist," and rightly so. For 25 years, she's worked behind the scenes developing her fashion sense, and most importantly, learning to trust her eye. Now Founder of Style Out of the City, a personal fashion styling service, Held says her lifelong humor, style and quick wit have served her well. She was the photo fashion stylist in the advertising department for Macy's San Francisco in the early '70s, before going on to travel the world styling ad campaigns for photographers and retailers. Since the early '80s, she's been helping to establish Miami as a fashion destination, styling some of the city's most recognized figures.

"What sets me apart is my empathy and lack of harsh judgment, and especially my willingness to help people realize their aesthetic potential," she says. "It's very fulfilling to see the expression on my clients' faces when they recognize how great they can actually look!"

## Quick Facts:

**She's adding author to her title:** "I'm writing a book entitled *Been There, Done That*, with my sister-in-law, Shaun Casey, a former Estee Lauder 'girl', and a supermodel icon."

**If she weren't a personal stylist:** "I'd be a ballet dancer. But, as Edward Villella told me, I am tone deaf...and my boobs are too big!"

**Words she lives by:** "Mark Twain once said: 'Clothes make a man — naked people have little or no influence on society.'"

**How she celebrates a victory:** "I shop...naturally!"

Text by Luisana Suegart; Photo by Antonio Eli

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