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INSIDE MY WARDROBE

Susie Stenmark



On highest rotation in your wardrobe?

A khaki satin cropped bomber jacket from Chanel, a red Pringle cashmere V-neck my parents bought me from Scotland 20 years ago and Uniqlo dark denim skinny fit jeans.

You can take five items from your closet to a desert island ...

An Anna & Boy bikini, Roxy stretch pull-on running shorts, a long-sleeved shirt in a sky blue floral from Equipment, my Sun Ray ring because I could never leave it behind and I guess I need some Vans sneakers in pale mint green in case the coral is sharp.

Favourite labels?

I love Prada and Miu Miu, Alexander Wang, Gucci, Celine, Jil Sander and of course, Chanel.

Heels or flats?

Don't ask me to choose! I like the chunky Miu Miu mid heel at the moment – is that a compromise?

I love to wear ...

A wild coloured pedicure and lots of different sunglasses.

She has a wardrobe that would make many women weep but for jewellery designer Susie Stenmark, style is less about labels and more about attitude. Here she talks about her love of souvenir T-shirts, precious gems and the importance of enjoying your clothes.

Describe your style in five words or less ...

I like a little glamour.

This winter I'll be wearing ...

My Marni fur anorak.

My fashion icons are ...

Giovanna Battaglia (she has fun with clothes), Carlyne Cerf de Dudzele (no one can touch her for jet-set style), Mick Jagger (sexy/cool), Tom Ford (ultra luxe), Nicole Kidman (her fashion choices are always good and she wears clothes very well), Tonne Goodman (pared-down ease) and CZ Guest (East Coast WASP style).

What was your most recent purchase?

Souvenir T-shirts in amazing colours with cool surf motifs sold by the vendors in the car park of Sunset Beach in Hawaii. I find it difficult to resist a slogan tee.

I would never wear ...

Bohemian style: it can drift into bag lady territory in the wrong hands.

When I shop for clothes ...

I like to go alone, shop seasonally, have a shopping blitz when I'm travelling overseas, and who doesn't love to shop online?

Mini or maxi?

Mini, definitely. I hate all that fabric flapping around my legs.

Jeans or pants?

If you want to feel good, wear jeans; if you want to look good, wear pants.

Most treasured piece in your wardrobe?

I have a charcoal sequined jacket from Chanel Cruise 2009, worn many times, with jeans or evening dresses and I would be very upset if anything happened to it.

Anything in your wardrobe you've never worn?

Seriously? I have never bought anything that I've never worn!

Where do you love to shop most?

My idea of heaven is fashion shopping in New York, especially at Bergdorf Goodman, Barney's and Jeffrey and cruising the jewellers on Madison Avenue. In Paris, I like to shop for beautiful decorative objects, furniture and paintings at the Clignancourt market and writing paper and notecards from Cassegrain.

The style rules I live by are ...

Watch the silhouette of your clothes and check the shape you are making from all angles; balance is key. Plan and decide what you really want for the season and don't get confused or distracted and buy a piece that doesn't work for you. Enjoy your clothes and wear them frequently — don't save for best.

Your biggest fashion indulgence?

Fashion magazines and time spent on fashion blogs.

The one piece of clothing every woman should splurge on?

Look for a flattering, well-cut LBD for a timeless investment. And men? A Tom Ford midnight blue velvet blazer. Men should also be ruthless about keeping their shirts impeccable so, like Jay Gatsby, they should splurge on super high quality shirting.

Fashion advice for someone on a budget?

Don't be tempted to buy too much fast fashion to satisfy your craving for the new; buy less but buy quality. Then you can devote your fashion budget to jewels with intrinsic value that mean something significant to you, and to accessories with personality — much smarter fashion investments, by far.

