

FASHIONISTA

Pretty in Punk

Kate Miller grew up outside New York and, after majoring in economics, moved to London, where she realized she loved fashion, art and design—not numbers or suits “unless they resemble Gucci’s take on 1970’s glam.” She started looking at fashion magazines, frequenting galleries and spending weekends at Selfridges, Harvey Nichols and Harrods. Upon her return to the U.S., it was clear that her future would involve design, not finance. She ended up at Bloomingdale’s and, after spending five years there as a visual merchandising manager, it was time to find another dynamic urban playground and a new adventure.

Her boyfriend had a great career opportunity in Shanghai, and after some initial uncertainty, she decided to follow him because, “Shanghai is appealing for someone in the retail fashion industry.” It’s been nine months now and she has started her own creative agency here, Kate Miller Creative (www.katemillercreative.com). Her objective is to help retailers and other companies define their brand image and drive their business using an integrated approach (visual merchandising consulting, fashion styling and creative concept development).

Kate describes herself as a genuine, relaxed and open-minded design junkie. She recently began blogging about store design and visual display concepts. “I was reluctant to start a blog for the longest time, but now I’m having so much fun with it.”

Kate says her style needs to reflect her personality, evolve and be eclectic. She draws inspiration from everywhere—magazines, blogs, runway collections, street style and graphics. She also likes Chloë Sevigny’s sense of style, how she mixes masculine and feminine and isn’t afraid of prints and color. “[Sevigny] has fun with fashion and doesn’t take it too seriously.”

Kate does most of her shopping when she returns to the States, buying basics at places like H&M and Urban Outfitters and the rest at all kinds of shops—department stores like Bloomingdale’s, chains on a slightly smaller scale like Anthropologie, boutiques like Oak and vintage markets. “I’m not a very brand- or store-loyal customer; I am always checking out new stores and making purchases when I am drawn to an item.”

Here, Kate is dressed in an Anthropologie top, shorts from Kalleeni, a belt and scarf from Initial bought in Hong Kong, a leather bag by Rebecca Minkoff, shoes from Betsey Mueller and necklaces from J. Crew.



1. Rock chic
2. One tall girl
3. Hats on to you

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