



Elysze Held

Fashion/personal stylist and shopper (visit her website at styleoutofthecity.com) who has been in the fashion industry for decades as the fashion-visual-stylist director for national chains. Today, Held says, "I style editorial layouts, fashion/trunk shows, produce style/shopping clinics—and weddings! I have a celebrity clientele, but most importantly, I am a personal stylist. I am the stylist for *Deco Drive*, WSVN7's Lynn Martinez and Chris Van Vleit, and am featured in the *Iris* movie, shopping with style icon Iris Apfel."

HER POWER:

Fashion has changed, and getting dressed, whether for work or an event, has become stressful. I remove that stress. I work with clients to individualize and personalize an exceptional wardrobe—versatile, stylish and one that works for their life, their figure and their budget.

HOW SHE USES HER POWER FOR GOOD:

Every year, I style and direct the "Fashion For A Cause" Fashion Show. Juwan Howard and his glam wife, Jenine, organize a huge fundraiser for The Juice Foundation, a fashion show where every model is a patient at the Sylvester Cancer Center Pediatric Unit. I am on the Board of Directors at DASH, Design & Architecture High School in the Design District, and I love their work. I have a select few interns from the fashion department, and they help at all my shows, shoots, etc.

BEST PART OF WHAT SHE DOES:

With my personal styling/shopping service, I help my clients embrace their individuality enough to create their own distinctive style—I get to change the way people see themselves, and as a result, the way they look at the world. The reward is in making *their* world better!

ABOUT MIAMI....

Miami has shown the world that a city can transform itself architecturally, culturally and stylishly. I moved here in the 80s as the Fashion Director for Lillie Rubin stores, and participated in the fashion explosion in the 90s—getting to work on fashion projects that began to put Miami on the map. With the cultural explosion of the museums, Miami City Ballet, Arsht Center, and especially Art Basel, as well as the phenomenal expansion of Aventura Mall, Design District, and Bal Harbour Shops, Miami has proven itself globally to be a major fashion-centric urban destination.

PHOTO: Carlos Hidalgo