

# OCEAN DRIVE

## The On-Demand Services That Miami Women Love

By Julia Ford-Carther | September 15, 2015 | Style & Beauty

Miami women don't waste pre-event time sitting in traffic—they have the beauty team come to them. Here's whom they call to get red carpet-ready.



### Shop Savvy

Solve the age-old problem of having “nothing” to wear with a little help from **Elysze Held**, image consultant and personal stylist. “I do all the shopping, so my clients can play dress-up in the privacy of their own home,” she says of her on-demand “creative director” services. After 30-plus years in the industry (stylist, fashion director/producer, fashion editor), Held knows how to shop for anyone, sourcing black-tie-appropriate picks backstage and front row at New York Fashion Week and beyond. “A personal sense of style is about connecting who you are with whom you want to be,” she says. “I always keep in mind that this moment is a client’s own personal red carpet.” [www.StyleOutOfTheCity.com](http://www.StyleOutOfTheCity.com) 305-215-3145