

Hanna Howell Feature Story

Fashion. Traveling. Clubbing. Three things that make Hanna Howell's world spin. "Rosé all day" is her motto and most days she could use a glass of Rosé after all of the tireless work she puts into making clothing portfolios for her clients. Howell is a clothing connoisseur and has plans to take her expertise from Kansas City to Los Angeles this summer, where she will attend the Fashion Institute of Design & Merchandising. Her goal in the fashion industry is to be the head buyer for Gucci, Chanel or Louis Vuitton and travel to their headquarters in Italy and France to choose clothing and other essentials for their luxury lines.

Howell has plans to start her empire in New York City after finishing school at the Fashion Institute of Design. She has already "knocked one year out" online and will finish her degree in three years, graduating in May 2021.

Howell's manifested a love for fashion, prancing around in her mother's heels at age five with her eyes glued to "The Nanny," a television show where the main character, Fran, was always dressed to the nines.

When Howell isn't buying for her clients, she is traveling and clubbing all over the world. Mosaic Ultra Lounge is a club in Kansas City, Howell's hometown. It is a premier destination for Howell's signature cocktail, a cotton candy cosmo, and private parties with her clients when they visit Kansas City. Howell rents a private room to host her clientele, which provides an opportunity for her clients to get in touch with one another.

"Hanna funds Mosaic - she's a big spender," joked Vincent Lopez, Howell's best friend. Lopez and Howell connected through social media and the two frequent the same bars, as of January 2018 they live in an apartment near Mosaic in downtown Kansas City.

Howell's homebase is in Kansas City, but she travels all over the country, to cities including: Chicago, IL, Scottsdale, AZ, Miami, FL and New York City, trips all paid for by clients residing in these cities, to deliver clients their clothing portfolio (a whole new wardrobe hand-picked by Howell). Each client gives Howell a budget to spend and they top the budget off with a plane ticket for the delivery of their clothing. She's managed to connect with deep-pocketed individuals via word of mouth and referral from clientele, picking from sites like Revolve, Gucci, Prada, Nordstrom and Saks.

Howell's evident outgoing personality, zest for the fashion industry, and said attentiveness to her clients have afforded her many privileges at a young age. Howell was clearly born with drive, it is apparent in her ability to achieve the goals she set for herself at a young age.

"The way you dress is really the way you feel, the way you live, what you read, your choices. That's what I want to put into Gucci." - Alessandro Michele. "This quote is invigorating and inspires me. Alessandro Michele is an appointed creative director for Gucci. He has put so much into his work and has single handedly created his own empire. I want my name to be as big as his and I know I am on the right path to be as successful as he is."