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FF Meets... Lottie Kay

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Today, Fashion Forte meets Lottie Kay! Editor of Daily Mail Femails sister website Today I'm Wearing and Fashion Writer at Daily Mail's Femail Fashion Finder.



1. Briefly introduce us to how you got here now. (Inspiration in your childhood? Or perhaps stumbling into the industry?)

Growing up I remember stealing my mum's magazines and poring over them, which kick-started my fascination with the industry. I read English at university and after that it was all about the work experience. I worked for my local paper for a year, then did a post-graduate course at The London College of Fashion, before doing internships at Glamour magazine and Prima magazine, then joining TIW.

2. How would you describe your personal style?

Hmm, I'd say I'm fairly classic - I'm obsessed with timeless but on-point staples like black ripped jeans, Breton stripe tops (you can't beat Petit Bateau), white shirts, camel coats (the list goes on). I've got a thing for materials too: faux fur, pony skin, a super chunky knit, leather... can't get enough. I'm especially looking forward to Spring/Summer '15's 70s-inspired suede trend!

3. Who do you consider your style heroes?

My style heroes are people like Julia Sarr-Jamois, Fran Burns, Kate Moss, Zoe Kravitz and Lou Lou de la Falaise, but I would most like to steal the wardrobes of Emma Watson, Caroline Issa and blogger Camille Charriere.

4. What do you like best about your job?

TIW is a fashion-sharing and shopping site and I find it endlessly fascinating working in the rapidly

growing ecommerce world. It's a really new part of the fashion industry so one that is still changing. I also love working closely with fashion bloggers and the online community TIW has created, plus the fact we champion real women's style.

5. Working at TIW and Femail Fashion Finder, you pretty much know where to find the latest clothes, where do you usually shop?

I like certain places for different things. My all-time favourite high-street label is Zara but I love Monki and H&M for a good bargain, plus it's Topshop for jeans all the way. For an amazing coat or dress, it has to be Whistles, although I'm obsessed with Maje and Sandro outerwear too, and I always end up heading to Reiss or Kurt Geiger if I'm after a great pair of heels, then & Other Stories for bags and accessories. In a dream world, I'd literally wear anything from Saint Laurent, Miu Miu and Isabel Marant though! Online sites like ASOS, Nasty Gal and Net-a-Porter take up an embarrassing amount of my time, but Liberty department store is my happy place.

Jewellery wise, I tend to keep it simple and classic with gold items I wear all the time: Dinny Hall hoop earrings, a Larsson and Jennings watch and a Monica Vinader gold bar ring. That said, you can't beat J Crew's statement necklaces and anything from Hirst Antiques jewellery store in Portobello!

6. What is the one item you find yourself going for the most this season?

Anything faux fur. It's a reoccurring Autumn/Winter trend but came back with force this time. I couldn't resist getting my Mango leopard print coat, River Island pom-pom charm and Dune stole. I also recently got a bright orange scarf from cult faux fur label Shrimps and I'm desperate for one of the striped coats too!

7. Apart from fashion, what occupies your free time?

Simply living in London. Going somewhere new for drinks or having a stroll round a market.. Exploring the city is a full time hobby in itself.

8. If you were not a fashion editor/ writer, what would've been your next chosen profession?

I did a module in Television Studies at uni which was quite practical and involved writing and filming your own documentaries and drama series. So something behind the camera in that area perhaps.

9. What would be your biggest tip for anyone trying to start a career as a Fashion Editor/ Writer?

Get as much experience as possible wherever you can: start a blog, put yourself out there on mediums like Twitter and Instagram and don't be afraid to get in contact with people already working in the industry. It can be easy to get bogged down in negativity and convince yourself that it's never going to happen but if it's your passion, then you must keep going.

10. Finally, what is your number one style in error?

Style is subjective so there's no definitive right and wrong. But, saying that, I've worn outfits in the past that make me cringe a bit now (and I'm not even talking about my baggy combat trousers and fishnet vest phase back when I was at school). For instance, I'm obsessed with that retro festival look when girls

wear oversized fringed jackets. I tracked down a vintage one online, but just had to face facts that it did not suit my figure at all! We sadly parted ways on eBay. I've learnt to stick with what suits me and have realised that I always look (and feel) best when I dress for my own body shape.

Twitter: @oklottie (<http://twitter.com/oklottie>) & @TIWfashion (<http://twitter.com/tiwfashion>)

TIW is a fashion-sharing website, brought to you by the people behind The Mail You magazine and Metro. An interactive fashion forum, with a constantly updated Editor's Blog, TIW is for women who like sharing their outfit choices and enjoy looking at what others are wearing. Join TIW at www.todayimwearing.com (<http://www.todayimwearing.com>)

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