

# Feel better in black

**"Black has it all," said fashion designer Coco Chanel and well, we can't argue with a legend.**

Black is magnetic, elegant and appropriate for many occasions — for some, it's their only colour(less) choice to



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wear. One of those people is Toronto's Natasha

Koifman, president of public relations firm NKPR. No denying she is a classic beauty-and-brains combo, often seen about town in her fashion-forward, all-black ensembles. Her firm represents over 30 national and international brands, and she was also selected as one of the most innovative people in North America by event

planning group, BizBash. (No pressure to look good for this industry leader, right?)

"It shows a lot of confidence to wear all black," says Toronto-based stylist Talia Brown. "It's classic, elegant and chic — and powerful, and Natasha is all of those things."

Brown met Koifman at an event and was immediately

impressed with how open Koifman was about sharing her passion with others — her closet.

"She was so kind-hearted and took me on a tour of her closet...with Gucci, Chanel and Dior (everywhere). Everything was black. Honestly, her closet was so well-curated that my eyes started to water. It was a dream."

Admittedly, we're also often caught oohing and aahing about something the PR expert is wearing, but it's creeping on her Instagram that had us in a tizzy wanting to go inside the style influencer's closet. We asked Koifman over email about how she wears her favourite pieces and tips for wearing black.



Natasha Koifman



**Q:** I've been Instagram-stalking you (don't think I'm weird), and you really do only wear black. What are the key style points we have to have when wearing black year-round?

**Dress for your body:** Part of the appeal of wearing black is its slimming effects. That said, you still need to dress in silhouettes that flatter your body, highlight your best assets, and make sense for the season ... and then let the black enhance your look!

**It's all in the details:** The magic of black is that you can layer and never have to worry about matching. But what makes an outfit pop is when you integrate key details and/or textures into the look — I love mixing lace and leather, or wearing a shoe with a really great print. The details can give an all-black look the "wow-effect."

**Wear what you find comfortable:** I feel my best when I'm wearing black, which is why I started doing it, in every season, over 20 years ago. But it's up to you to determine what works for you and what makes you feel comfortable, confident and polished.

**Q:** What are the top five favourite pieces from your wardrobe?

**Fringe Talitha Jacket:** I bought this on NET-A-PORTER and I wear it all the time. I like that it has a bohemian essence to it — my favourite fashion era was the 70s.

**Fringe vest:** I bought this at a small boutique in Italy. I throw it on to add texture to an outfit.

**Anthony Vaccarello Jacket:** Instantly makes an outfit look more glamorous. I love that I can wear it over a long skirt or a pair of jeans.

**Christopher Kane lace skirt:** I think this piece has exquisite detailing and has an edgy sexiness to it.

**Lace jacket:** I picked up this piece at one of my favourite stores on Broadway in New York City. I love its length!



**Q:** Sneakers or heels?

**A:** I primarily wear heels, but I do think there is a time and place for both. For work and evenings out, it's always heels.

**Q:** If there was a time to wear black, what would that be?

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**Embrace the dark side of fashion**

**LIFESTYLE** Fashion-forward PR-maven Natasha Koifman tells us about the classic elegance of wearing black and how to rock the shade year-round.



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**Q:** What's the exp piece in your closet?

**A:** A floor-length Thierry Mugler gown. It was originally black and cream, but I had my woman seamstress swap out the bulk of the cream for black, making almost completely new dress.

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