

FASHION

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WHY I ONLY WEAR BLACK

Natasba Koifman, president of NKPR

When I entered the business world in the early 2000s, the trend for women was pastels. I tried to wear them, but it never felt right.

For me, black is my comfort zone—my ultimate “colour.” There’s a sense of consistency in wearing all black. I’ve been doing it for so long that people know what to expect, and they feel more comfortable when they meet me. When I’m in a meeting or pitching new business, there are no brightly coloured distractions—it’s about what I’m saying, not what I’m wearing.

Black has become a PR staple—at least in our office. Whether we are working on-site at an event, launching a brand or walking talent down a red carpet, wearing all black is important because it lets our clients shine. Opting for a monochromatic wardrobe has also really simplified my shopping experience. When browsing Net-a-Porter, it’s quick and easy for me to go through new collections because I filter only black pieces. Another bonus? Wearing all black lets you play with textures. (See #NKAllBlackEverything on Instagram!) Not having to think about colour ultimately saves time in the morning; I can be out of the house in 25 minutes. Black makes me feel like my most powerful self.

WHY I ONLY WEAR COLOUR

Carolyne Brown, stylist, Montreal, Que.

My love affair with colour began in 1991. When I was eight years old, I wore a neon pink and green frilly dress with a matching bolero for my school photo. It was so '90s, but I loved the results, and I've been obsessed with colour ever since. In my early 20s, Paris Hilton and Lindsay Lohan were my fashion icons (no lie). Remember all the pinks they used to wear? I thought mixing every colour of the rainbow would make me stand out like a celebrity, and it did—though not always with the best results. Picture this: a turquoise statement necklace, a coral top, a pair of light blue jeans with crystal embellishments, fuchsia pointy pumps and, to finish it off, a bunch of multicoloured bangle bracelets. That was me clubbing in Quebec City in 2003. What a mess! Today I'm 34, and I've learned from my mistakes. My relationship with colour has evolved. Like Solange Knowles, Lupita Nyong'o and Yara Shahidi, I'm not afraid to be bold. My walk-in closet is a Pantone palette; neutral is not in my vocabulary. I don't mind spending money on a fluorescent designer bag. I always choose a piece that pops and let it be the star of my #OOTD. Colours make me feel energized, happy and confident. They say that things in life are never black and white. Well, neither am I.

