

APPAREL AND ACCESSORIES

Stylists to a T connects dots between styling and shopping

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Alex and Michael Toccin of Stylists to a T. Image courtesy of Stylists to a T

By SARAH JONES

Stylists to a T is aiming to make personal shopping more accessible to consumers regardless of physical location through a content-driven virtual approach.

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Founded by husband and wife team Alex and Michael Toccin in 2016, Stylists to a T delivers fashion advice to women through its Web site and social media channels, acting as an influencer and curator for a digital audience. Following collaborations with a number of luxury brands, the duo is kicking off a partnership with Saks Fifth Avenue this month, featuring pieces from the retailer's offerings as well as highlighting the store's own personal styling services.

"Being stylists through a virtual platform means you have access to us 24/7 right at your fingertips," said Mr. and Ms. Toccin, founders of **Stylists to a T**, New York. "Starting soon through our relationship with Saks Fifth Avenue, we will have access to a room in the Fifth Avenue club for face-to-face consultations.

"Customers will now have the ability to shop our own styling page on Saks.com," they said.

In this Q&A, Mr. and Ms. Toccin describe their take on styling, their typical client and their work with luxury brands. Here is the dialogue:

Why did you decide to found Stylists to a T?

With nearly 12-plus years of experience working in the fashion industry, we started Stylists to a T because our friends and family always came to us for fashion advice. We're a married couple who decided to join forces and bring our shared love for fashion and styling to all women around the world.

How have your previous experiences in the fashion industry translated to your roles as stylists?

Fashion has always been our passion and drew both Michael and I together. Our collective experience in the industry has given us an insider's eye, one that allows us to easily recognize which trends are hot and worth investing in.

Additionally, early in his career, Michael had dressed celebrities, and worked closely with professional stylists. He is most well known for his expertise in dressing women in a way that gives them both confidence and comfort.

What differentiates Stylists to a T as a styling service?

We are not in-person stylists. Our goal is to virtually style people by telling them what to wear, how to wear it, and where to buy it. Clients are able to shop our styles through our social media platform and our shoppable Web site.

We also provide our clients insight into current trends and what to wear for all different body types, occasions and price points. What makes us unique is that you get a male and female perspective from the two of us.

What do you feel is the benefit of getting both the male and female perspectives for styling?

A woman knows a woman's body, but a woman also wants to know a male's opinion.

Who is your typical client?

Our followers are predominately millennials, while our consumers are women in their late 20's early 30's and possibly a new mom. Our woman does not have much time to be looking for the latest trends, so she comes to us for a quick shop.



Stylists to a T provides women with virtual advice. Image courtesy of Stylists to a T

Why did Stylists to a T decide to undergo a Web site redesign?

We've received several requests from customers looking to shop our looks and want to make our Web site more accessible and easily shoppable, ultimately giving our customers a better experience. This will allow our clientele access to 24/7 service with our new site.

How will this new online platform help to better engage and serve clients?

Clients will be able to shop our product in a more seamless way. Instead of shopping the product solely on our Instagram feed, they'll be able to go directly to our site. We have seen success with the newest feature on Instagram story "swipe up" for linking all products that we feature, but remember that only lasts for 24 hours.

What types of brand partnerships has Stylists to a T entered into? Could you describe some of your work with luxury labels?

We have worked with many luxury brands over the past two years. The different formats are anything from narrating a fashion show, talking to the latest trends or simply hosting a VIP cocktail party in a store or showroom.

We also offer a subscription based model where for a monthly fee, we provide brands with several benefits, including hosting an event, social and Web site focus and special features of their collections. We have worked with

some great brands including Christian Louboutin, Diane Von Furstenberg, H.Stern, Iro, Judith Leiber, Jennifer Miller, Manolo Blahnik, Nancy Gonzalez, Orchard Mile, Perrin, Ronny Kobo, Veronica Beard, Zara Terez, just to name a few.

While Stylists to a T focuses solely on female clients today, could you see expanding to menswear in the future?

Absolutely. We receive requests from women every day on how to get their husbands to dress better. Our goal is to have the ability to cater to all our clientele, so it is definitely something in the works.



The Saks Fifth Avenue Club. Image credit: Saks Fifth Avenue

What is next for the company? Where do you see yourselves in five years?

This month, we started to work with Saks Fifth Avenue, curating our favorite pieces available to shop online. Through our social media platforms and live with Alex and Michael, we will be featuring many of the designers from Saks and the services provided through the incredible personal shopping experience, The Fifth Avenue Club.

We have many other exciting things going on in the next few months that we cannot wait to share. Also, we have evolved with our customers over the past two years and we know that they want to shop differently. That is why we are here. Stay tuned.

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