

LOS ANGELES CONFIDENTIAL



Hollywood and Highlander

GREAT SCOTT: EWAN MCGREGOR IS BACK ON TOP

CULTURE CLUB: LA'S NEW ART ELITE

PLUS Annual Luxe Gift Guide, Bill Pullman, Joachim Splichal



a la mod

WITH STYLEHAÜS OPENING AT THE GROVE, MARINA MONROE IS SET TO LAUNCH INTO THE SHOPPING STRATOSPHERE. BY KATHRYN DRURY WAGNER

Under a blue moon, that rare and luminous celestial occurrence, Marina Monroe has an equally magnetic pull. Influential yet unpretentious, her talent lies in aligning people and fashion.

Monroe is the founder, CEO, and creative director of Stylehaüs, a private boutique and styling service in Melrose. For much of 2012, she also operated a pop-up store at the Mondrian Los Angeles. This month, she ascends with a new phase: Stylehaüs is opening a location at The Grove, and Monroe has a glittery new title as the shopping center's executive style director.

The Grove is in the midst of a 10th anniversary reboot under the supervision of megadeveloper Rick Carson, adding the coveted brands Madewell and Topshop, a J.Crew men's store, and a new LA flagship for Michael Kors.

In her new role, Monroe will orchestrate fashion shows and seminars at The Grove and lead her fashion insights to a forthcoming Grove mobile app. Though she launched Stylehaüs just a year ago, she has been immersed in fashion since she was a teenager—blogging, retailing, styling, and providing studio and personal shopping services. Working with clients one on one is the part she gravitates toward. “You bring confidence out in people by what they are wearing, and you’re there to guide them.”



One of Monroe's favorite vintage finds.



Monroe takes personal style with client Vail Bloom.



With her sleek leather pants, flowing blonde tresses, and sky-high heels, Monroe looks every inch the urban stylist. But she is equally a savvy entrepreneur who spotted a gap in the retail world and filled it with Stylehais. Her clients pay a \$1,000 yearly fee for access to 10 full-time stylists, as well as a roster of hair and makeup specialists, a vintage jewelry expert, and, for the guys, designer Chris Gimeno Chollet, late of Tom Ford's team in Paris—all available by appointment. Clients also receive two closet consultations per year and an on-call stylist.

"Everybody wants a stylist," says Monroe, "but nobody can get one unless he or she wants to pay a huge price tag per day or use a random personal shopper."

Armed with a client's dossier of budget, body type, and lifestyle details, the Stylehais team scours the fashion universe, seeking just the right pieces. "We monitor the runways; we try every single piece on; we take pictures. We think, 'Who should we order what for?'" says Monroe. "And then we can say, 'This is a dress we feel you could use in your wardrobe—we suggest you buy it,' and if they love it, we order their size."

In case of a fashion emergency, clients can call a 24-hour hotline that rings to three cell phones. Did your boyfriend surprise you with a romantic rendezvous that simply demands Kiki De Montparnasse lingerie? Call the hotline. Spill your café brevo all over your blazer, hours before the big presentation? Relax, you've got the number.

Membership also includes access to

Stylehais scours the fashion universe, seeking the right pieces.

the private boutique, which on a recent visit, featured Veda cashmere sweaters with leather elbow patches (\$308), Matalah reversible jeans (\$210), and vintage jewelry ranging the gamut from Juliana and Tiffani to Givenchy and Hermès.

So what's in Monroe's own closet? "I'm obsessed with Veda leather; Preen by Thornton Bregazzi; Walter Steiger for shoes; and A.L.C., which does things that are timeless. My favorite [ensemble] is an H&M tank top with skinny jeans, a really cool pair of boots, and a leather jacket. You can't go wrong with a leather jacket."

She is also enamored of Maxfowles, the LA-based design house known for balancing sensual fabrics (and lots of leather) with refined, wearable silhouettes. Her enthusiasm led her to host the label's first runway show, which pulled together several hundred of LA's most fashionable folks at the Mondrian Los Angeles.

Grove's 18 million annual visitors, Stylehais will continue to serve its members-only clientele. Next up, perhaps a store in New York. "I'd love to open everywhere," she says. "Everyone could use a little advice and a fashion friend." 8423 Melrose Ave., West Hollywood, 323-655-5000; stylehais.com. The Grove location (The Grove, L.A., 323-655-5000) is slated to open on November 8. **LAC**



Round-neck silk dress with leather pocket detail, **Maxfowles** (\$740).

PHOTOS: JEFFREY MAYER; STYLING: JESSICA WALKER; HAIR: JESSICA WALKER; MAKEUP: JESSICA WALKER

Randy Jackson and Kyrri Johnson have used Stylehais's services.