

By GRACE CAIN / Photographer VICTORIA ADAMSON / Stylist CHRISTOPHE RUIZ

A kind of MAGIC

Stylist to the stars Aimee Croysdill has a relationship with fashion that goes far beyond her resumé

Celebrity stylist Aimee Croysdill has recently acquired an important new client: her daughter, Ivy. “I enjoy buying clothes for my baby more than for myself,” she beams. “It’s so fun, refining her style!”

While Ivy (probably) won’t be walking any red carpets for at least a few years, most of Croysdill’s clients are accustomed to the limelight. Her portfolio namechecks red-carpet regulars such as Laura Haddock, Sally Hawkins, Anne-Marie Duff and Natalie Dormer, as well as models Lara Stone and Amanda Jean Murphy. She’s also a major player on the music scene, styling the likes of Laura Mvula, Zara Larsson and Ella Eyre, for anything from album covers and magazine photoshoots to live performances.

Quite the turn of events for someone who “didn’t really know what styling was” when she started out in the fashion industry. Croysdill puts her success down to “perseverance and great timing”, but that’s all rolled in with a whole lot of hard work. While

studying for a degree in advertising, she would often skip lectures to take on internships and ‘assisting’ roles (including a stint with Rihanna’s European stylist). “You learn everything via assisting, not via a degree,” she says. Her persistence – as well as the experience she gained and the contacts she made – paid off. Just hours after she submitted her dissertation, the phone rang with her first job. And then it rang again. And again.

Today, she is known for masterminding glamorous looks that frequently top best-dressed lists in every corner of the internet – but her own style is refreshingly simple and unfussy. “My hair is bright ginger, so that’s my main accessory!” she laughs.

Describing herself as “one of those people with a capsule wardrobe”, Croysdill rarely ventures far from her favoured tried-and-tested labels – among them, Acne Studios and past-season Celine. “My ultimate dream is to dress from head to toe in Phoebe Philo,” she sighs, wistfully. “Let’s hope she starts her own label soon.”

It’s in her accessories that Croysdill tends to be more playful. “I like to go for a classic shape, but the

fun version of that shape,” she explains, nodding to the tangerine-hued JW Anderson Pierce bag beside her. “It’s my way of adding interest to an outfit.”

In an age when sustainability feels increasingly important, Croysdill is thoughtful in her approach to shopping. A subscriber of the ‘buy less, buy better’ philosophy, she cites bags, shoes and coats as being particularly worthy of investment, but is always conscious of quality and longevity. Sartorial investment, she says, does not stop at the checkout. “Never underestimate the importance of tailoring,” she advises. “It’s how stars on the red carpet look so well put together – each of those gowns has been tweaked to suit the individual’s shape.

“If you’ve fallen in love with something, don’t stop yourself from buying it because it doesn’t look perfect. Whether it’s having a pair of jeans taken up or getting a new dress altered, tailoring can make any piece look incredible. You’ll end up wearing it so much more, because you’ll feel amazing.”

This transformative power of clothes – the ability of a piece to have an impact on our mood – is something in which Croysdill firmly believes.>



Aimee wears OFF-WHITE top £200 and dress £630, JIMMY CHOO shoes £595

“My hair is bright ginger, so that’s my main accessory!”



Aimee’s style rules

Take a tailored approach: “Whether it’s jeans or a dress, tailoring can make something look absolutely incredible.”

Be quality-conscious: “I’d rather invest in one amazing piece than buy loads of fast fashion.”

Find your own formula: “I love wearing something really oversized on top and then getting my legs out.”

Follow your gut: “If I put on an outfit and I don’t feel good, I will change it.”

Aimee wears, from top REJINA PYO dress £695, DIOR beret £420; ACNE STUDIOS trench coat £800, DIANE VON FURSTENBERG roll-neck sweater £451, GIANVITO ROSSI boots £625

Womenswear, First Floor; Harrods Shoe Heaven, Fifth Floor; and harrods.com

Hair & Make-up
JO LORRIMER at David Artists
Photographer’s Assistant
JONNY FAULKNER

“If I put on an outfit and I don’t feel good, I’ll change it,” she says. “On a day when I’m not feeling confident, I’ll pop on a little heel and it instantly makes me feel better.”

While she plays it relatively safe with her own wardrobe choices, she is more experimental with clients. “I have a formula for what I wear, which makes it easy to get dressed in the morning. With clients, it’s more of a collaborative process; I love to bring out someone’s personality and individual style.” This can sometimes mean going the extra mile. For last year’s *Royal Variety Performance*, Croysdill put together a look for Clean Bandit’s Grace Chatto that involved a bespoke halo-esque headpiece and an 8ft-long dress that the musician wore suspended above the stage.

That’s not to say Croysdill’s career has no bearing whatsoever on her personal style. After all, when you spend your days studying upcoming trends and the world’s most fashionable people, it’s hard to avoid taking your work home to your own wardrobe. “It’s fun,” she says, smiling. “When you’re open to all these incredible things, you start



getting excited about new trends and how you can make them work for you.”

So which trends is she particularly excited about for spring? “Bows!” she exclaims. “I’ve always been obsessed with ribbons and bows, so I was happy to see them cropping up on the catwalk. I especially love Emilia Wickstead’s SS19 collection.”

It’s clear that, for Croysdill, styling is more than just a job. Her thoughts on fashion are frequently entangled with memories, emotions and personal experiences. Somewhere in the middle of our bows conversation, we’re whisked briefly back in time as she remembers a favourite ribbon her older sister once gave her before leaving for university. “I always used to tie my hair with that ribbon,” she says. “I would even hold it at night.”

Although she didn’t grow up in what she calls a “fashion household”, there was an underlying appreciation of clothing in Croysdill’s upbringing. Her mother was a fashion model and often made her own clothes, while her father had a penchant for sharp suits and other “beautifully made things” – something Croysdill attributes to her great-grandfather, a tailor on Savile Row. “My taste comes from my dad, and my practical skills come from my mum,” she says. “That combination has been invaluable.”

In her younger days, Croysdill and her sister would spend hours exploring their parents’ attic, sifting through black bin bags filled with clothes and discovering “pieces that, if you found them in a vintage shop, you would think you’d won the lottery”.

“My dad is a great believer in holding on to things,” she says. “He always enjoyed buying special pieces for my mum, and now they’ve handed these down to us. That’s what really instilled in me that philosophy of spending more on one really amazing thing, rather than ordering loads from fast-fashion websites and then not really liking any of it.”

Like her parents, Aimee keeps hold of her own special fashion purchases so that she can one day pass them along to her daughter and two nieces. “I hope that they will get as much enjoyment out of discovering them as I did when I first started to discover my mum’s pieces. Fashion holds memories.

“Because we log endless photos, my baby’s generation will one day be able to look back and pair the item of clothing to a particular image, in a way that I couldn’t do with my mum. There’s something really magical about that.” □