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DC Trendsetters



Sophie Pyle
InTheCapital
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DC Stylist Lauren Rothman's 'Style Bible' Fashion Advice Book Hits the Shelves Tomorrow

Published: October 14th 2013, 10:32am
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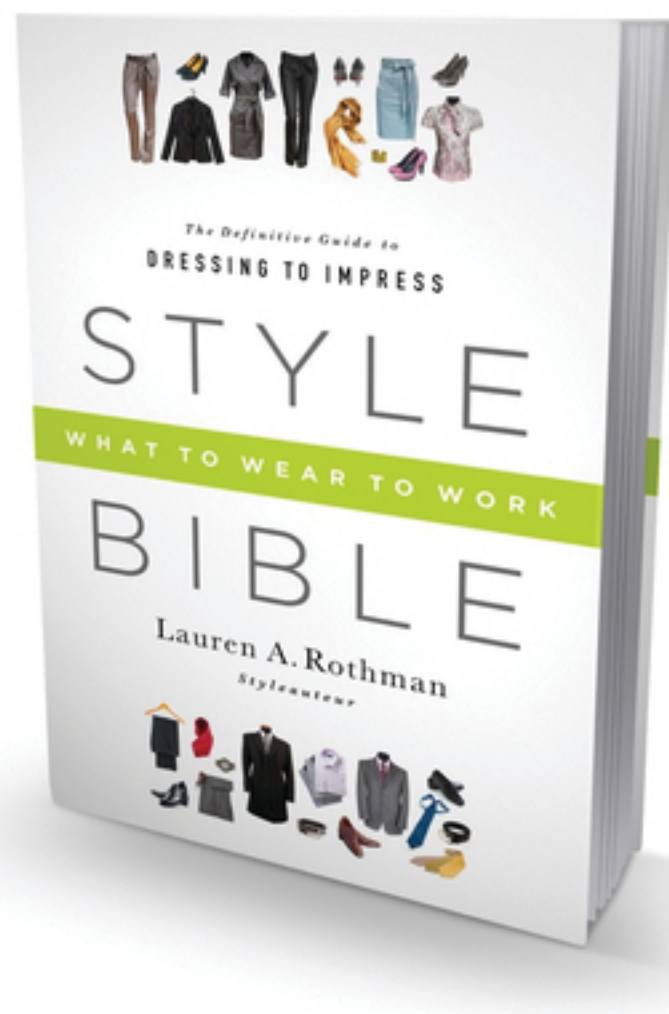


When it comes to fashion advice in Washington, you go to **Styleauteur** Lauren Rothman, the District's top fashion stylist. She's advised everyone from C-suite executives and attorneys to political candidates, from motivational speakers to the Redskins. Tomorrow, her book *Style Bible* hits the shelves, a guide for the masses on how to dress for success in the workplace. We spoke with Rothman to get her take on what it takes to be a stylist in this city.

Rothman is of Cuban descent and grew up in Florida. I was surprised to hear that her native tongue is Spanish, as she speaks perfect English and regularly makes public appearances on local and national television. She writes the political style **Fashion Whip** column for the Huffington Post, and of course, there's her book: *Style Bible*.

Over the weekend, she hosted a book signing in Queens, N.Y., where she sold 100 books in 45 minutes. This **Saturday, October 19, grab a book and meet her at the Barnes & Noble at Tysons Corner Mall.**

After high school, Rothman headed north to Colby College, a small liberal arts school that was big on khaki pants and button-downs. "I was edgier than my classmates. I would dress up for parties, while my friends wore the same stuff out as they did to class." This was a turning point for Rothman, as she realized she had a unique eye for fashion that others didn't have. She took up internships at MTV Networks and the fashion closet at *Elle Magazine* (think the big Runway closet in *Devil Wears Prada*, without the devil).



At *Elle Magazine*, Rothman quickly grasped fashion trends and what was hot. What she wanted to learn was *why*. "I took jobs at trend forecasting firms like Faith Popcorn." Her work under Popcorn, a futurist and trend forecaster, was the big learning opportunity she needed to take her expertise to the next level.

Rothman's advice to D.C. stylists? Get out of D.C. "Get hands-on experience in another city. I came to D.C. as a stylist from New York after getting valuable experience," she said.

She also had a few remarks on the types of clients she gets in Washington, where the people she styles are not the glamorous types that first come to mind. "A good stylist can dress any body type on any


budget. A size zero is easy, but a size 26 is more challenging, and I am not usually working with Hollywood budgets," Rothman said. She stressed that Washington stylists must be willing to put in hours and do a lot of work to appeal to a wide variety of clients.

She likes to mix high-end with everyday pieces in her looks, for example, a pair of Louboutin heels with an outfit from Zara. Some of her favorite brands to wear are Black Halo, Rachel Zoe, Diane Von Furstenberg, Chanel and Gucci.


"I tend to ask clients: what is your messaging? How to you want to be perceived?" she said. "It's not just about clothes. It's personal."

We Recommend


by Taboola




House of Cards Facts and Fiction, From a Real Life
Zoe Barnes



This is the Most Accurate DC Metro Map You'll Probably Find




DC's Safest and Most Dangerous Metro Stations




5 Reasons DC Will Rock in 2014

From Around The Web


by Taboola




Homeowners Are In For A Big Surprise...
Smart Life Weekly



88 Year Old Yoga Teacher Shares Her Secret To Never Ending Energy
Health 1st



Millennials Are Drinking So Much Wine They're Changing How It's Sold
The Huffington Post



Are You Juicing Wrong?
The Shops at Columbus Circle

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Sandy is on her own. But with our products and services, she's not alone.

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Christine Healy Event Coordinator InTheCapital

Here are the 50 on Fire Winners! [Video & Slideshow]

Published: December 5th 2013, 11:02am Read More: Lifestyle, Georgetown, DC events

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Last night was an event like no other.

The Powerhouse in Georgetown was packed with 400 hot Washingtonians to celebrate the District's best and brightest who are setting the D.C. scene on fire, and to finally see the 50 on Fire winners revealed.

We wanted to put our own spin on the typical awards show and brought together trailblazers and disruptors from nine different industries. We ate, we drank, and we made some fantastic new connections.

50 on Fire would not have been possible without the vision and support of our partners and sponsors: Blackberry, Hailo, Ogilvy Washington, Rosslyn BID, Stone Source, Opower, Eventbrite, Deep Eddy, Devil's Backbone, and Vino Lovers. A huge thanks to our DJ for the night, Anthony Raad.

We know you all loved the video announcing our 50 on Fire Winners made by GRVTV. Check the video out one more time and flip through photos of the winners.



InTheCapital's 50 on Fire 2013 Winners from Streetwise Media on Vimeo.

ARTS & MEDIA WINNERS:

- André Wells, Events by André Wells
Kate Nocera, BuzzFeed
Lauren A. Rothman, Styleauteur
Robert Costa, National Review
Vox Media

DINING & RETAIL WINNERS:

- Bluemercury
Bryan Voltaggio; Volt, Lunchbox, Family Meal, Range
Johnny Monis, Komi & Little Serow
Union Kitchen
Neighborhood Restaurant Group
Sweetgreen

EDUCATION WINNERS:

- Ángel Cabrera, George Mason University
Chip Paucek, 2U
Elana Fine, University of Maryland Dingman Center for Entrepreneurship
EverFi
Flat World Education
Jeff Reid, Georgetown Entrepreneurship Initiative

GOVERNMENT & ADVOCACY WINNERS:

- Beekeeper Group
FiscalNote
Jason Steinhauer, Library of Congress
Justin Herman, GSA Center for Excellence in Digital Government
Tim Fullerton, U.S. Department of the Interior

HEALTHCARE & MEDICINE WINNERS:

- Clinovations
Get Real Health
Grant Verstandig, Audax Health
Keith Lemer, WellNet

MARKETING & ADVERTISING WINNERS:

- BrandLinkDC
Brightline Interactive
Kevin Lenane, Veenome
Pappas Group
Sage Communications
Sherri Anne Green, LM&O
Social Driver

REAL ESTATE & DESIGN WINNERS:

- Fundrise
Jason Mandel, Washington Fine Properties
Maggie O'Neill
Streetsense

SPORTS & FITNESS WINNERS:

- Anne Mahlum, [solidcore]
Down Dog Yoga
Ingrid Nelson
Mark Ein, Washington Kastles
Patrick Leahy, "Blind Lifter"

TECHNOLOGY WINNERS:

- Donna Harris & Evan Burfield, 1776
Michael Chasen, SocialRadar
New Atlantic Ventures
Opower
Optoro
Peter Corbett, iStrategyLabs
Speek
Tien Wong; Tech2000, Lore Systems, Opus8

50 on Fire Winners that are heating things up! >>

We Recommend

Grid of 4 recommended articles with images and titles: House of Cards Facts and Fiction, Here is an Interactive Map of Every Rooftop Bar in DC, Legendary Singer to Lead Johns Hopkins' New Incubator for Tech in the Arts, Political Smackdown: Bill O'Reilly Takes on Valerie Jarrett on How to Handle 'Gangsta' Culture

From Around The Web

Grid of 4 articles from other sources: Vietnam: Civil Aircraft Spotted Metal Debris (Bloomberg), Predict A Perfect Bracket And Win \$1 Million (FOX Sports), 88 Year Old Yoga Teacher Shares Her Secret To Never Ending Energy (Health 1st), Millennials Are Drinking So Much Wine They're Changing How It's Sold (The Huffington Post)

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craig sli December 10th 2013, 1:30pm did anyone not win?

About InTheCapital

InTheCapital is a new-media company reinventing local news through our community-driven platform for editorial content and discussion with a funny/satirical, smart, empowering tone.

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Grid of 6 team member profile pictures with names: Tess, Andrea DiRaddo, Reid Snyder, Sam Dennis, Michael Leme, Billy Mitchell

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