

## theglamsquad



Purging is not my strong suit. And with a wardrobe fit to burst, yet regular bemoanings of "I have nothing to wear", it was high time for a little culling. Or a lot.

I call The Glam Squad, brainchild of Queen's Park locals Cheryl Kointeh (A-list stylist and ex-fashion editor) and Vale (makeup artist to the stars) to help me out.

The girls arrive pulling a small gliding suitcase with the elegance of airhostesses, and greet me with warm, beaming smiles. No fashion divas here!

Vale sets up on my kitchen table, while Cheryl – whose celebrity client list is as long as a maxi dress – heads for my wardrobe. The first thing she notices is the lack of colour:

### IN

White shirt from Reiss or Gap, Lanvin flat satin ballerinas, Topshop floral dresses

black, grey and navy... sound familiar? We go through the things I wear, things I don't and those

I forgot I even had, creating three piles: staying, going and to-be-customised.

Back with Vale, I sample endless products and once we have established the right shades for my complexion, we try different looks. I am

astonished at how little it takes to transform my look from okay to fabulous, and day to night, and how little time – six minutes, we timed it!

Then, like a pair of fairy godmothers, the Glam Squad pack up and go. As for the results? I entered my usual lunchtime café to a flurry of "you're looking fabulous". I need to give those girls a raise.

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### OUT

Knitted LBD (too long), T-shirts (high neckline), shapeless black jumper (cinch it or bin it!)



There's no stopping the Queen of Shops: following the success of Mary's Living and Giving pop-up-shop in Westfield over Christmas last year, style maven and Maida Vale local Mary Portas has set up the first in a series of permanent shops for Save the Children in west London.

Money raised will help save children's lives around the world and Chris Coe, Save the Children's retail director, welcomes all contributions. "We are encouraging the community to get involved; to volunteer in the shop," he says. "We're also hoping local businesses will donate, mixing designer fashion and lifestyle with local talent, whether it's homemade jam or works of art. We want shoppers to remember to look through their wardrobe and bring along their donations."



The charity is appealing to the fashion industry and celebs to donate press samples and end-of-season stock, so you could pick up a piece that once hugged the behind of someone famous. Keep an eye on [greatbritishlife.co.uk](http://greatbritishlife.co.uk) for Portas's pick of the month.

177 Westbourne Grove, W11 2SB  
020 7012 6400, [savethechildren.org.uk](http://savethechildren.org.uk)

### CREDIT

Stella McCartney  
£665

Not quite rock chick, not quite glam... but oh so perfect. Matches, 60-64, Ledbury Road, W11 2AJ  
020 7221 0255  
[matchesfashion.com](http://matchesfashion.com)



### CASH

Next, £32

Spent all your pocket money? Here's a hip-pocket friendly version, that'll happily (and stylishly) fit all your change. Unit A, Ariel Way, W12 7GA  
08448 445 328  
[next.co.uk](http://next.co.uk)

