

STYLE/BEAUTY EXPERTS

PHOTO BY NICK ISABELLA

VAN DE VORST BOUTIQUE Flower Hill Promenade, 2710 Via De La Valle, De La Valle, CA 94014 | 858.720.1059 | www.shopvandevorst.com

TRENDY

TENDENCIES

THESE **STYLE AND BEAUTY EXPERTS** ARE PASSIONATE ABOUT THEIR TRADE

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SAN DIEGO'S TOP INDUSTRY EXPERTS ARE MAKING A STATEMENT—THE CITY'S BEAUTY AND STYLE EXTENDS BEYOND THE PICTURESQUE BEACHES, STRIKING CLIFFS AND STUNNING SKYLINE. WHILE INEVITABLY INSPIRED BY THE SURROUNDING CITY, THESE EXPERTS ARE DRAWING THEIR INSPIRATION FROM THE PEOPLE OF SUNNY SOUTHERN CALIFORNIA. FROM TRENDSETTING BOUTIQUE AND SWIMWEAR OWNERS TO COMPASSIONATE FITNESS PROS TO COSMETIC AND NAIL INDUSTRY GIRL BOSSES TO EYEWEAR INNOVATORS, THESE INDUSTRY EXPERTS ARE QUICKLY CREATING AND SHAPING SAN DIEGO'S BEAUTY AND STYLE INDUSTRIES. LOCALE SITS DOWN WITH THESE LOCAL LEADERS TO GET THE LOWDOWN ON THEIR CAREER, THEIR INSPIRATION AND MOTIVATION AND HOW THEIR BUSINESSES ARE SETTING THE SCENE IN SD.



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"I'm determined to bring them good, quality clothing that does not have to be outrageously expensive."
-Rachel Hunt



Rachel Hunt

OWNER OF WILD DOVE BOUTIQUE



Q: Tell me the story behind Wild Dove Boutique.

RH: Wild Dove evolved from me wanting to do something that inspired and motivated me every day. I thought I had the dream job when I worked in LA, but I was definitely missing something. My fiancé's work brought us down to San Diego. When I arrived, I really saw a void in the market here. My philosophy is that every great neighborhood needs a great boutique. I wanted to become that, so I made it happen.

Q: What is the vibe of Wild Dove Boutique?

RH: We are very effortless and clean. We seek simplicity. With our pieces, we ask, "Can you wear this with sneakers? Can you dress this up?" San Diego is all about multi-functional fashion. We want our customers to look very put together, but have an outfit that's easy to throw together. Our clients range from 25-65, so we have a balance of pieces.

Q: What are some upcoming trends that San Diegans should be aware of?

RH: Every girl needs a wide leg jumper this summer. It's just so effortless, yet total cool girl. Don't be afraid of two piece prints either. We love our Show Me Your Mumu floral sets because of the endless outfit options you have. Wear head to toe florals or mix with a stripe or chambray.

Q: What inspires you?

RH: My customers inspire me! I get to meet new people every day and hear their stories. I am always so humbled when someone comes back in and thanks me because of the amount of compliments she received or how amazing she felt. Downtown is such a small community and it has been really rewarding to become part of that and create these lasting relationships with my customers.



Rodrigo Iglesias

CO-OWNER OF BALANCED FITNESS & HEALTH



Q: What is the story behind Balanced Fitness & Health? How did it get started?

Rodrigo Iglesias: Balanced Fitness & Health is a fully integrated functional fitness gym. We wanted to create an intimate family-oriented environment where we focus on individual results. We are not just trainers and we are not just keeping you active—we want to be life coaches. We want members to reach the balance they are looking for in their lives. At the core, we want our family to understand that two to three times a week at a gym is enough. We want people to understand the stress-relief, confidence and mental aspects of working out. We want to educate people. When we began, we felt like the industry needed something from this educational, comprehensive standpoint, so Balanced began.

Q: San Diego is among the healthiest cities in the United States and is teeming with boutique studios and big gyms. What makes Balanced Fitness & Health different from other fitness spots in San Diego?

RI: We are a boutique-style fitness center, but what makes us different is the customer service aspect. Since we are small, we can put attention to our members. We want to make their day better than when they walked in. That starts with the front desk and leads into our trainers in the gym—everywhere at Balanced.

Q: What are you most passionate about in the health and fitness industry?

RI: I get a kick out of helping people be and feel better. I love when people come in and feel differently. I love when their health and fitness positively affects their relationships. When I talk to our members and they say, "thank you"—it's the best thing. We get to hear stories and get to know people through the positive changes we are helping them make in their lives; seeing how a healthy lifestyle can affect much more than just physical appearance, and sharing in those triumphs, is truly rewarding.

Q: As a fitness professional who cares for others' physical and mental health, what advice would you give someone who wants to transition to a healthier lifestyle?

RI: It starts with baby steps. Big goals can discourage people, so break it down. Depending on their goals, you do not need to go cold turkey with carbs, proteins and so on. Let's just take what you do now and do it in moderation. Focus on long-term consistency rather than 100 percent for just a few weeks.

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"I want to lead the industry towards fashion—elevate swimwear to fashion."
—Elizabeth Southwood



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"I like seeing the process from start to finish. I love seeing the final result on someone."

—Elizabeth Southwood



Elizabeth Southwood

CO-OWNER OF SAUVAGE SWIMWEAR



Q: Tell me about how you got your start in the swimwear industry.

Elizabeth Southwood: It was quite by accident, really! I was making things for other people and started making swimsuits for friends. My partner decided he would take the pieces and start selling them. We started in our garage; it was a very small start.

Q: Tell me about your day-to-day.

ES: I am actually starting to prepare for next season already. I'm working to cut samples and organize that collection. It will all be presented in Miami in July. We're a full year ahead in this industry! Typically, I work with quality control and design. I make sure everything looks great and fits great. Simon [Southwood] is more on the business end.

Q: What are you most passionate about with Sauvage? What inspires you?

ES: Definitely the design aspect. I like seeing the process from start to finish. I love seeing the final result on someone; it's a great feeling when it looks and fits great as a final product. I really am inspired by everything—travel and colors. We do a lot of research too on the web to gauge the mood in the fashion industry. We like to give our swimwear a fashion edge.

Q: How do you want Sauvage to shape the swimwear industry?

ES: I want to lead the industry towards fashion-elevate swimwear to fashion. We just finished a huge velvet collection, which is just taking off. It's a luxurious fabric that you can swim in. It comes from Italy and is very high fashion right now. We also have been working on layered swimsuits and coverups, as well as great one pieces that girls can wear with jeans to look like a bodysuit.

Photos: Sauvage Swimwear & Otis Eyewear; Gray Lockwood

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Charlie Anderson

VP OF SALES AT OTIS EYEWEAR



Q: Tell me how you got your start in the eyewear industry. Did you know you wanted a career in this area?

Charlie Anderson: Well, about 24 years ago, I was brought on during the launch of Dragon Optical as Regional Sales Manager for the West Coast with two good friends. I knew I wanted a career in the action sports industry, and this was my first break in. It was a different time back then in retail and for launching new brands, it was kind of like the Wild West. There was no Internet! Can you imagine?

Q: What differentiates Otis in a saturated eyewear market?

CA: Otis stands apart by focusing entirely on mineral glass lenses. We offer an alternative to the slew of plastic lens products in the market. It is a different way of building eyewear. Mineral glass is the most scratch-resistant, distortion-free and optically-correct lens material in the world. It's also a natural material made of sand and soda ash. We are delivering a true premium product with benefits that can be easily communicated to customers.

Q: What inspires you?

CA: I am inspired by the people I surround myself with, and I always want to win! I have a quiet inner drive to be the best at what I do, but I am humble and grateful in my approach.

Q: What new products can consumers look forward to?

CA: You will start to see a solid mix of wearable fashion products, function-based designs and a really strong women's line being launched this year. We have found that women gravitate to Otis because we design specifically for them, a product they can feel confident in. If you look around the market, you either get quality or fashion, but very few brands offer the best of both worlds. This is our goal. In 2018, we will be launching an exclusive lens technology with mineral glass so keep an eye out.

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Andrea Van De Vort

OWNER OF VAN DE VORT BOUTIQUE



Q: Tell me how Van De Vort got started.

AV: I was working in the fashion industry in LA as a sales rep for a few Australian labels. It always baffled me how my account list for San Diego was so small. There weren't boutiques that fit the vibe of these amazing brands that were so coveted in LA. I started dating my husband who is from Del Mar, and once we got married, I moved down here and thought it would be a perfect opportunity to create a store that carried all of these lines. I took the risk and opened in 2013. After one year of business, we doubled in size and expanded into the shop next to us, which was actually the space where I bought my wedding dress years prior!

Q: What is the vibe of Van De Vort?

AV: I guess you would call it 'boho-chic.' However, that term is evolving. We definitely stay on top of trends but cater to anyone that walks in the door. You can find a statement piece for a music festival, a pretty dress for a wedding and tons of easy-to-wear outfits for the casual San Diego lifestyle. Our clients range from college students to ladies in their 50s—there's really something for everyone at our shop.

Q: What does your day-to-day look like?

AV: My day-to-day is crazy! It's a juggling act of morning and owning two businesses. I'm in and out of the shop, the office, the park, the grocery store a few times a day and traveling up to LA for meetings! Every day is different, and I won't lie, I am tired. But it's all worth it!

Q: How do you want Van De Vort to shape the style scene in San Diego?

AV: I hope that Van De Vort continues to stay on top of the game, always being the first to offer new trends and help people go outside of their comfort zone. My favorite thing is when shoppers end up buying something they never would have tried on without the help of our stylists. I hope Van De Vort gives people the confidence to stand out in a crowd!

VAN DE VORT BOUTIQUE
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*"I just added a new date night line too—whether it's for prom, your wedding or your Tinder date."
—Katherine Finch*



Katherine Finch

FOUNDER AND CEO AT KATHERINE COSMETICS



Q: Tell me how you got started in the cosmetics industry. Did you know you wanted a career in this?

Katherine Finch: Growing up, I owned every shade of eyeshadow from Elizabeth Arden. I've always worn a ton of makeup, but didn't understand the industry. When I was in college, I started selling makeup and told my mom I was going to get a career in the industry when I graduated. Estee Lauder finally hired me, and I worked at counters, eventually becoming a regional executive. When I moved to NYC, I ran sales, marketing, product development and special events! I was the fix-it girl in the corner office. Every time a general manager came from another country, I trained them. I got to run the world for a billion dollar brand! When I was ready to launch Katherine Cosmetics, I went back to Estee Lauder to thank them for everything. They're a force in the industry and to have their knowledge, talent, skills and connections is amazing.

Q: What's the story behind Katherine Cosmetics? What differentiates the brand?

KF: I got married and continued to ride horses. I needed makeup with SPF, but I was searching for products that I couldn't find. I decided to make the products I wanted. People told me that women didn't wear makeup when they worked out, but I was the first one to talk about girls wearing makeup while

wearing workout clothes. So, I created an everyday line and a sport line. I just added a new date night line too—whether it's for prom, your wedding or your Tinder date.

Q: Tell me a little bit about Katherine Cosmetics' affiliation with charity.

KF: We have a lipstick line inspired by my friends and mother. My friends are all wonderful people who give back, so each time a shade is sold, that friend's charity is given \$1. Each November, we also do the Katherine Girls giving back week. Katherine Girls pick a charity and for a week, 20 percent of everything sold goes to those charities. Most Katherine Girls are younger (15-30). It shows them how they can make a difference.

Q: Who are your ideal consumers? How do you want them to feel wearing these products?

KF: The products were made for myself—line filling and moisturizing. Because of the quality and colors, young girls are loving them when they first see them on social media. Younger girls will find the brand, and moms end up borrowing it from their daughters! Our approach is wearing makeup so you feel confident and pretty. If you feel pretty, you're confident. When you're confident, you can accomplish so much more—whether it's pushing harder in spin class, going for a job interview or saving the puppies!



Cindy Cate

OWNER OF HELLO BIRDIE NAIL AND LASH LAB



Q: Tell me how you got started in the beauty industry. Did you always know you wanted a career in this?

Cindy Cate: I have always worked for small businesses in different industries, and I had an appreciation for that. I didn't know what the business would be. Then, along this journey, I came to The Lab and managed the hair salon for three years. It sparked my interest in the beauty industry. I realized I wanted to do something where people could be creative. Our main service is nail art, and I wanted to create a business where we could hire artists.

Q: What inspires you in this industry?

CC: What mainly inspires me is the changes that come about; the industry is constantly changing and growing at a fast pace. Nails are becoming more and more acknowledged in the fashion industry. You now see nail art incorporated on the runway. It's becoming valued more. People want something more than the average five-dot flower. I am just really inspired by the creativity and everything new that is coming onto the scene.

Q: What do you want your customers to leave with from Hello Birdie?

CC: Honestly, I want people to come in and leave everything at the door—their fast-paced, busy lives. This is a place they can enjoy their time in, whether it be relaxing with a friend for a pedicure or sitting down with a nail artist and working out something creative they had in mind. Customers leave and feel like they've had a chance to feed their soul. Ultimately, we want our customers to feel like they are part of the family. They're Birdie Babes!

Q: How do you want Hello Birdie to shape the beauty scene in San Diego?

CC: I want to raise the bar in San Diego. [Clients] should expect a clean, friendly, quality service. It's all too often they go elsewhere and get a gel polish or acrylics with products that are not safe and good for the health of their nails. They go and get lash services that are clumped together and aren't the healthy size for their lashes. Client health and satisfaction comes first for us. ■

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