

AESTHETIC

MAY 2018

AMY STONE:

How she launched her career and grew her online presence

COOL FOR THE SUMMER

Why ice cold blue is this season's *it* color

HOW TO
Curate your media feeds for the summer



AMY STONE

BLUE IS THE COOLEST COLOR

BY HALLIE DAVISON

Amy Stone's namesake blog, not unlike her popular Instagram feed, is a scrolling, delightfully art-directed masterpiece. Between the pop-off-the-page colors and the sweet, stylish vignettes, it's no wonder Amy has legions of loyal followers, Barneys including.

Where does this snap-happy New Yorker get inspiration? And which Barneys designer does she dream of one day dining with? Read on for Amy's answers to our most pressing questions.



ALL PHOTOS BY AMY STONE



WHAT INSPIRED YOU TO START THE BLOG?

I've always had an attraction to fashion and the internet! When I was in middle school, I loved designing my own graphics and even asked my parents to buy me a domain name (.com) so I could post my images somewhere. Strange? Sure. The intersection of fashion and digital is still one of my biggest passions. I started my blog during junior year of college because I desperately needed a creative outlet. Social media was just emerging at the time, so I slowly developed my skills in editorial content (creating both the visuals and the accompanying copy) while utilizing digital communities like Tumblr and Twitter to connect with like-minded individuals.

HOW WOULD YOU DESCRIBE YOUR PERSONAL AESTHETIC?

My personal aesthetic is based in classic, East Coast preppy emblems, West Coast surf culture, and 1960s Palm Beach.

TAKE US ON YOUR FOOD TOUR OF THE WEST VILLAGE. WHERE MUST WE GO?

There's an excellent selection of chic eateries in the West Village, but here are my suggestions (we'll start with breakfast): For incredible avocado toast and spot-on iced lattes, Bluestone Lane Coffee is the best. I also have a weakness for Jack's Stir Brew coffee and their addicting vegan cinnamon sugar donuts. Keep lunch light with brussel sprouts from Rosemary's or Nourish Kitchen + Table's detox kale salad. For dinner, I always opt for nautical decor and

stellar seafood. I'd head to The Mermaid Inn Oyster Bar (amazing yellowfin tuna crudo), Pearl Oyster Bar (best lobster rolls on earth), or Mary's Fish Camp (get the fish tacos). Dessert is a requirement and my favorite sweet would be The City Bakery's classic chocolate chip cookie—technically not in the West Village but they're opening an outpost in the fall!

“THE ‘YES’ WOULD BE WORTH FIGHTING FOR.”

WHAT IS THE BEST ADVICE YOU'VE EVER RECEIVED?

The best advice I've received came from my dad. He constantly reinforced forging ahead regardless of setbacks. When I first started working and seeking employment in New York, he reminded me that there would be far more rejections—in other words, more “nos” than “yeses,” but that the “yes” would be worth fighting for.

IF YOU COULD LUNCH WITH ANY BARNEYS NEW YORK DESIGNER WHO YOU WOULD IT BE?

Without a doubt, I'd choose to lunch with Mary-Kate Olsen and Ashley Olsen of The Row. I admire their style, brand vision, keen business strategy, and poise. The Row's minimal and modern yet classic pieces are what dream wardrobes are made of. I'd leave the restaurant selection to them, as I'm sure they know of far more hidden, super-chic dining spots than I would!

IF YOU WERE ACCIDENTALLY LOCKED IN BARNEYS OVERNIGHT, WHAT WOULD WE FIND YOU WEARING IN THE MORNING?

That sounds like a fashion dream. You would find me sporting this Valentino dress and Loeffler Randall sandals, topped off with a bold lip courtesy of Yves Saint Laurent. Why not stray from my typical uniform when Barneys is your closet for the night?

“I LIVE FOR THE BLUES OF SUMMER”

WE LOVE LOOKING AT YOUR WEBSITE AND INSTAGRAM. IT SEEMS YOU ARE DRAWN TO BLUE HUES. WHAT IS IT ABOUT THE COLOR THAT MOVES YOU/INSPIRES YOU?

Thank you! I definitely gravitate towards cool-hued palettes versus warm tones. I live for the blues of summer (ocean side scenery, mariner stripes) and nautical motifs which could explain the attraction.

HOW DOES A BLUE-BASED PALETTE MAKE A PERFECT SUMMER TRANSITION INTO FALL WARDROBE?

Shades of blue are seasonless. In the summer, I reach for light chambray with a touch of periwinkle, navy and white stripes, and hydrangea-blue accents. Transitioning to fall, I prefer head to toe navy in the form of dark blue denim, navy cashmere or cable knit, wool coats, blackwatch plaid, and navy leather.

NAVY VS BLACK: WHICH ONE WINS?

While black may be the unofficial uniform in New York, my choice will always be navy. I think it's understated and classic but distinctively chic and approachable. I love wearing it year round!

“SHADES OF BLUE ARE SEASONLESS”

WHAT ARE SOME OF YOUR FAVORITE BLUE-TONED ITEMS THIS SEASON?

I love this oxford blue and navy tunic from The Row and Smythson's Panama luggage tag for an end-of-summer jaunt to Nantucket. The ultimate fall bag would have to be Saint Laurent's classic 6-hour duffel. Rag & Bone is one of my favorite designers for denim—I swear by their skinny jeans. Lastly, I am a big fan of ‘fancy’ pajamas and I just love Sleepy Jones. I have their cotton PJs, but this silk version is so perfect!

AMY'S FAVORITE TRAVEL DESTINATIONS

1. NANTUCKET

Nantucket or bust, let's be honest. With hydrangeas and fun colored doors everywhere, you can't go wrong. There's a lot of rich family history here, and everyone seems to know everyone.

2. MONTAUK

Montauk is great because it has similar vibes to Nantucket, yet it's a bit more laid back. It's also closer to my homebase, New York City. It has the perfect surfer-chic aesthetic that I love so much.

3. PALM SPRINGS

I don't go here often, but it's always a nice change of pace when I want to get away from the Northeast. It still has that classic east coast vibe, with a bit of a southern twist.

4. SAG HARBOR

Similar to Montauk, with just a bit of a more old-time, classic charm. I love looking for antiques here.

5. WESTPORT

Completely different, geography wise, than any other place, as it is situated in Connecticut. I love the coastal vibes that this town always has to offer.

WHAT DO THESE PLACES ALL HAVE IN COMMON?

GREAT VIEWS AND SUMMER BLUES