

(/)

## My Style: Noémie Schwaller

April 16, 2013 | My Style (/my-style)



Photo: Joschi Herczeg (<http://www.joschiherczeg.com/>)

Noémie Schwaller is the director and editor-in-chief of Dash Magazine (<http://dashmagazine.net>), a bi-annual title dedicated to cutting edge fashion editorial and outspoken fashion illustrations. She is based in London.

**Which city has the best-dressed women?**

London is edgy and eclectic, Milan is tacky chic, Paris is understated chic, New York is overstated, Stockholm is minimalistic, and Tokyo is crazy funny. There are women dressed greatly everywhere.

**Please describe your style in three words.**

Eclectic, street-smart, chic.

**What is the biggest mistake one can make when getting dressed?**

Trying to be someone else. Wearing uncomfortable shoes and then suffering pain all day and night.

**Do you believe in role models?**

Absolutely, there are so many inspiring people out there, just open your eyes and ears; however, don't imitate, but contemplate and always take it further.

**What are your favourite fabrics?**

Leathers and soft wools such as cashmere or merino, but I prefer when you can wash the items and don't have to dry-clean them. Of course with my chosen favourite fabrics this doesn't work... So let me add soft cottons and stretchy denim.

**Are there any style combinations that you object to?**

Crocs in any combination. Ugg boots in any combination. Anything too short together with anything too tight. Socks with missing trousers and different shades on fingers and toenails. Louis Vuitton bags with a Primark outfit.

**Would you say that you are conservative or bold?**

Conservatively bold.

**What are the rules in the way you dress?**

Feeling like myself is the rule.

**Celebrities and style...**

Is an overrated couple.

**Name one garment/accessory that you can never have enough of?**

Jackets, bags, shoes, underwear, nail polish, jewellery... was it just the one?

**A woman should always look like...**

She's feeling comfortable, self-confident and strong in what she's wearing, and she shouldn't look like she is trying too hard.

**Who taught you what you know about style?**

My open-mindedness and interest, as well as a lot of fashion magazines.

**How do you select your clothing every morning?**

I'm a night owl, so I prepare my outfit before I go to bed. It all depends on my plans for the day and whether I have meetings or not. It also depends on whether or not I'm going out after work or whether I have my period or not. If I fail to prepare at night, I just throw on whatever I grab first that's lying around. It normally works just as fine.

### **What is your biggest regret?**

Not having bought certain items and having bought other items. I should consider investments a bit more in-depth. However, having a gut feeling is a good thing, as are the feelings of pleasure you get when snatching a new piece of clothing. Let's just get over regrets.

### **The three essential things a woman should know about style are...**

Her own body shape and what suits her, what is cheap remains cheap even if she spent a lot of money on it, and to always keep it her own personality.

### **Do you have any shopping rituals?**

Buying lots after having tried even more. And I only shop when I am abroad.

### **We will never see you wearing...**

Ugg boots, Crocs, thong bikinis, mink coats or a meat helmet. Never ever.

### **Which new designers do you follow and why?**

Plenty. There is Fyodor Golan, Tom Lipop, Yifang Wan, Rodarte, Phoebe English, Eudon Choi, Leutton Postle, Christian Wijnants, Georgia Hardinge, David Koma, Claudia Ligari, Thomas Tait, Heohwan Simulation, Christopher Waller, Anne Sofie Madsen, and so many more. I follow them for work and my own interest. I love seeing young designers rising.

### **Who is the most stylish person you have ever seen?**

That would be Kate Moss, as well as the many nameless people I have laid eyes on in the streets.

### **What is the first thing you notice on a woman?**

Her silhouette and way of movement from afar and her face from up close.

### **What are the most treasured items in your wardrobe?**

A pair of Miu Miu ankle boots, a winter coat by Eudon Choi, a black flared skirt from H&M, a leather tote by Margiela, skinny jeans by April77, my overload of bikinis and everything black to be found in there.

### **The one image that defined your approach to style...**

All my memories in one picture.

### **Which fashion house never fails to impress you?**

Balmain. Alexander Wang. Margiela. Commes des Garçons. Jean-Charles de Castelbajac. Tom Ford. Céline. Chloé. Prada.

### **One article of clothing that a woman needs to pay close attention to is...**

The right underwear and the attention to detail will complete her look.

### **Is comfort an enemy of style?**

Where did you get that from? Rubbish. Just make sure you're wearing the right shoes, fabrics and cut.

### **Who would you like to recommend for My Style□□?**

Architect Gurmeet Sian.

## The best words of advice you have ever heard?

Take that top off.

Share this on:

Twitter ([http://twitter.com/share?](http://twitter.com/share?text=My%20Style%3A%20No%C3%A9Mie%20Schwaller&url=http%3A%2F%2Fwww.fashionwelike.com%2Fmy-style%2Fnoemie-schwaller&via=fashionwelike)

[text=My%20Style%3A%20No%C3%A9Mie%20Schwaller&url=http%3A%2F%2Fwww.fashionwelike.com%2Fmy-style%2Fnoemie-schwaller&via=fashionwelike](http://twitter.com/share?text=My%20Style%3A%20No%C3%A9Mie%20Schwaller&url=http%3A%2F%2Fwww.fashionwelike.com%2Fmy-style%2Fnoemie-schwaller&via=fashionwelike))

Facebook (<http://www.facebook.com/sharer.php?u=http%3A%2F%2Fwww.fashionwelike.com%2Fmy-style%2Fnoemie-schwaller>)

Pinterest (<http://pinterest.com/pin/create/button/?url=http%3A%2F%2Fwww.fashionwelike.com%2Fmy-style%2Fnoemie-schwaller&media=http%3A%2F%2Fstatic2.fashionwelike.com%2Finterviews%2Fphotos%2Foriginal%2Fnoemie-schwaller-by-joschi-herczeg.jpg%3F1412667850&description=My%20Style%3A%20No%C3%A9Mie%20Schwaller>)

---

## You might also like:



[\(/my-style/kenya-hunt\)](/my-style/kenya-hunt)

### **Kenya Hunt** (</my-style/kenya-hunt>)

May 08, 2011

[My Style \(/my-style\)](/my-style)



### **Robert Tateossian** (</my-style/robert-tateossian>)

May 20, 2012

[My Style \(/my-style\)](/my-style)