

Your Fashion

My Biggest Bargain... My Ultimate Splurge

Camel coat was a great purchase

Ellie Rees, 20, who lives in Preston and is studying fashion and brand management, shares the stories behind some of her clothes as well as sharing her experiences and tips on lifestyle blogging and Instagram

Student Ellie Rees has a following of more than 10,000 on Instagram and collaborations with many big brands under her belt and the social media enthusiast says that it all started with selfies.

She explains: "I created an Instagram account last year and I followed lots of bloggers.

"I started sharing images which began with selfies and it quickly moved on to shoots with photographers.

"You don't need to know or pay for a photographer if you're interested in blogging.

"When I'm not at univer-

sity and back at home in Teeside, my mum or boyfriend take my outfit images."

Ellie, who is the lifestyle editor of the student newspaper Pluto at the University of Central Lancashire, says her mother is her biggest inspiration. She says: "I've been into fashion ever since I was a young girl. My mum did a fashion design course at college and we have a mutual love for fashion.

"She has such a quirky style and an amazing wardrobe to match. It's definitely better than mine! Sometimes, I will use some of her items to blog with."

Ellie uses her Nikon D3200 camera to take her outfit-of-the-day shots and says you don't need expensive editing software to create good quality images. She explains: "I created my blog on Blogger as I feel it is the best platform for me. It is user friendly and has everything I need on it.

"After taking the images on my Nikon camera, I download them into my phone and use editing apps on iPhone such as Whitagram and Aviary."

"I normally post images on Instagram up to around three or four times a day and it seems to be working out for me so far."

Ellie's says interacting with others on social media is vital.

She says: "Hashtags are also a must as they allow others to find your images.

"I'm constantly liking photos on Instagram, but I'll never press 'like' on anything I don't actually like. I think it's important to be honest with your likes. I use this philosophy when collaborating with companies."

With a determined head on her shoulders, Ellie began emailing companies in bulk requesting opportunities for collaborations and her hard work

certainly paid off.

She says: "I started e-mailing companies in bulk in March last year and I didn't stop doing this until Christmas. I don't need to do this anymore as I now get collaboration requests without having to ask for them."

Ellie has collaborated with a range of different companies from the likes of MISSPAP, Orelia Jewellery and Triangl to name just a few.

She says: "The companies will normally send you free items and I will always tell my readers when I'm reviewing a 'gifted' item."

"I will style the item in my own way but if I think the item gifted to me does not work with my blog or my style, I won't use it. I once had to apologise and send an item back to a company as it was not in keeping with my style.

"I think it's important to know that I am not blogging simply to receive free items. If I wasn't receiving any items, I would still be blogging."

Ellie is not sure what she would like to do in the future. However, one thing she is sure on is that her career will be within the fashion industry.

ELLIE'S BIGGEST BARGAIN AND ULTIMATE SPLURGE:

MY BIGGEST BARGAIN

"This camel coat which only cost me £6.50 from the Butterwick Hospice charity shop.

"I'm obsessed with the colour camel at the moment so this coat is absolutely perfect.

"It is well tailored and looks very sophisticated making it very simple to style up. I'd normally style this coat with a white shirt and my knee-high boots to add a bit of style."

MY ULTIMATE SPLURGE

"My biggest fashion splurge has to be these black suede knee-high boots from River Island. They were £80 - which isn't a lot for the average person - but when you're living off a student loan, it is pretty pricey. I love these boots and

I've not had them off since I bought them. They go with everything in my wardrobe which means I can get a little bit of leg out in winter without looking silly or being cold."

ELLIE'S STREET STYLE

Studying fashion brand management at UCLan certainly has its perks as Ellie's fashion inspiration derives from the WGSN trend site.

The website predicts fashion trends for the next two years. She says: "I get a lot of my inspiration from WGSN which I have access to through my course.

"Street Style is my other big fashion inspiration. I'm such a people watcher and I love seeing what other people are wearing.

"If I had to pick a style icon, I'd pick any of the Kardashians as their style has really stepped up in the last few years, I love them."

Ellie's style is forever changing and she is always experimenting with colours and styles.

She says: "I love throw-away-fashion. Primark has been amazing recently with their new season. You can't go wrong with it. Mixing and matching different items to make different outfits is what I love about styling."

Charity shops are one of Ellie's favourite places to shop and she prefers the shopping experience to shopping online. She explains: "I'm a big fan of charity or vintage shops at the moment. You can find things no one else has which makes it so unique.

"I prefer high-street shopping to online. Shopping for me is all about the experience. Trying on the clothes and having a browse, you can't beat it."

● You can follow Ellie on Instagram @ ELLIEREES and her fashion blog is at: www.Yourdailydoseofstyle.blogspot.co.uk

Street style



White shirt - £15 - H&M
Jumper - £7 - H&M sale
Bag - £25 - Bank
Watch - £265 - Michael Kors
Skull ring - Topshop - £5
Necklace - Gifted by Asos

