



The ***GILDED ONES***

THE BELLE OF NEW YORK CITY

ISABELLA SILBER

A REAL-LIFE ACTION HEROINE

While growing up in Westfield, New Jersey, across the river from New York, **Isabella Silber** dreamed about being a Manhattanite. An avid fan of TV shows, *Sex and the City* and *Friends*, Isabella began, very early on, to form her own sense of what a future in New York City might look like, and spent hours of her childhood daydreaming about the details. Would she live uptown like Charlotte York or downtown like Monica Geller? Would she become a television or newspaper journalist or a public relations maven like SATC superstar, Samantha Jones? Would her personal style evoke the charming eclecticism of **Carrie Bradshaw** or the tomboyish insouciance of **Rachel Green**?

About 18 months ago, Isabella manifested her long-held dream of becoming a New Yorker. Shortly after graduating from college in Colorado with a B.A. in Strategic Communications, she arrived in Manhattan, ready to make it her own. Within a matter of weeks, she landed a job and an apartment – no mean feat in a city known for being a challenging place in which to live.

When she started college, Isabella decided on a career in journalism. By graduation, with several media-related internships under her belt, she knew that the fast paced world of public relations better suited her go-getter personality. These days, Isabella is an account executive at **Pace Public Relations** juggling multiple client accounts at one time. On a fast track to a successful career in public relations, Isabella is already in a position to offer guidance to college graduates trying to get into the media business.

Isabella's 4th floor walkup apartment in the heart of the East Village boasts a compelling mix of modern, vintage and personal pieces that reflect her bohemian flair. It's from this downtown aerie that she explores the city with rings on every finger and earrings in all 10 of her piercings. Decked out in fancy dresses sourced from local vintage shops paired with cowboy boots, or baggy boyfriend jeans worn with cropped shirts and kitten heels, Isabella has settled on her own style, which she shares on her Instagram profile, **Bella's Every Day 'Fits**. A self-avowed maximalist, she is unafraid to show off her "more is more" approach to everything from jewelry to travel.

To read the story of a young woman who believes in the power of dreams, delights in adventures big and small, and happily ignores convention when it comes to matters of style, just keep scrolling. Hello, Isabella!



LET'S CHAT!

Home. Sweet. Home.

I grew up in Westfield, New Jersey, which is about 20 miles from New York City. I now live in the East Village neighborhood of Manhattan.

Sign Language.

I am a Scorpio. I don't know much about zodiac signs; however, I do know that Scorpios don't have the best reputation. I like to think that I am an exception!

School Daze.

I went to college in Boulder, Colorado, where I studied Strategic Communication with a focus on public relations and journalism. While in Boulder, I got to experience some of the best sunrises and sunsets I've ever seen, along with beautiful mountain views, hiking and exciting outdoor adventures.

Family Life.

I believe in manifesting daydreams. I used to dream about living in New York City all of the time, and now I live in the best apartment in the coolest neighborhood – the East Village. I've been living in New York City for over a year, yet I feel as if I am in a dream every time I step outside. Nowadays, I dream about living on a vineyard in Italy, sipping wine and eating homemade pasta. But not for a while. I am still very much living my New York City dream.



YOU RECENTLY GRADUATED FROM COLLEGE BUT IT'S NEVER TOO EARLY TO TALK ABOUT CAREER PATHS.

1. Tell us about your job and how you decided to get into public relations. I work at Pace Public Relations and my title is Account Executive. I have always enjoyed writing and thinking creatively. Also, I knew that I couldn't work in a slow-paced industry. For me to thrive, I need to be in a field that keeps me on my toes. I thrive when I am juggling a handful of projects at the same time. I started college with the intention of becoming a journalist. I learned quickly that public relations is a better fit for me.

2. Did you have previous experience in public relations before joining Pace Public Relations? My job with Pace is my first full-time "big girl" job out of college. I have been with Pace for a year and a half; but already I have learned so much about the industry. While in college, I secured a few public relations related internships in various industries, including beer and wine festivals in Colorado, a skincare and wellness company and a chain of restaurants. I also worked on the public relations team for my university, Colorado University Boulder. In that position, I worked closely with the university administration, professor, students and student-athletes to help create content and provide media relations for the entire university. I was the only student on the public relations team; however, the team treated me as if I was a full-time staff member.

In my senior year, I represented Colorado University in a nationwide public relations competition operated by Public Relations Student Society of America. My team and I were given a real client (the Lymphoma Research Foundation) and a real budget. We were tasked with creating a campaign for the foundation. We were featured in multiple television segments and national outlets. Seeing the impact that our work had on the foundation is what made me realize how much I wanted to work in public relations.

3. How did you find out about the job at Pace Public Relations? I found Pace through a job posting on LinkedIn. Pace has a great roster of clients, so I decided to apply. I heard back a few days later, set up an interview and the rest is history.

4. How do you keep up to date with the latest fashion and lifestyle trends? I am always consuming some type of media, whether it's TikTok, Instagram, Pinterest, online magazines as well as runway photos and coverage. I also LOVE living in New York City because I take a lot of inspiration from people that I see walking down the street.



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I thrive when I am juggling a handful of projects at the same time.

TALK ABOUT ONE CHALLENGE THAT YOU HAVE FACED ON YOUR JOB SO FAR.

When I first started my job at Pace, I found the transition from college to a full-time job to be challenging. It took a while for me to get used to full-time hours and a hybrid work schedule.

WHAT ARE 3 THINGS THAT YOU ABSOLUTELY LOVE ABOUT YOUR JOB?

The first thing I love is the fast-paced environment. I work with 6 or more clients at any one time. The industries in which I work range from fashion to fitness to personal finance. As a result, I am always working on something different and rarely spend more than a few weeks on any given project. I knew from my experiences in college that I needed a career with a lot of energy and action. Plus, I am always challenged and constantly learning new skills.

The second thing I love is the opportunities that I am given at Pace. The leadership team at Pace is very hands-on and are willing to teach and help me grow as a professional. Since I've started, I've been given opportunities that I would not have received at this early stage of my career if I was with a bigger agency. A year and a half after starting with Pace, I am leading accounts, interacting directly with clients, participating in client development and more. One of the great things about Pace is that regardless of the various levels of experience at the company, we are all given the same opportunities to share ideas and lead different aspects of accounts.

The third thing that I love about my job are our clients and my colleagues. The culture at Pace is one of kindness and care. Everyone celebrates each other's wins and we band together when problems arise. This approach to business is extremely positive and motivating. Our clients are so amazing and make working a lot of fun. I love how excited our clients get when we secure an awesome press hit. Their positive reaction makes my job worthwhile!



IF YOU WERE GIVEN AN OPPORTUNITY TO SPEAK TO MEMBERS OF THE CLASS OF 2024 WHO ARE INTERESTED IN A CAREER IN PUBLIC RELATIONS, WHAT 3 PIECES OF ADVICE WOULD YOU GIVE?

- 1. Network. Network. Network** I got super lucky when I found a job with a company with which I had no previous connection, but that kind of opportunity is rare – especially in public relations. Make connections with professors, former students, people living in cities or places in which you want to live and work and anyone in the public relations field who comes to speak to your class. I've found that most people are willing to help college graduates secure jobs.
- 2. Consume the news and follow trends.** Anyone who wants to be effective in the public relations space must stay up to date with the news. This doesn't necessarily mean reading the New York Times every day. Staying current on news and trends can be achieved in so many ways and from a multitude of places.
- 3. Stay organized.** It is easy to get sidetracked – especially when you are working on multiple projects and with several clients. Get a planner and organize yourself. It takes some time and diligence but the payoff is priceless.

YOU'VE CREATED AN **INSTAGRAM PROFILE** WHERE YOU FOCUS ON STYLE. NAME YOUR FAVORITE PLACES TO SHOP.

Not too long ago, I got into thrifting and vintage shopping and now I am obsessed. As much as fast fashion is addictive, it's truly horrible for our environment. Moreover, vintage pieces allow me to find high quality and unique designer pieces that make my looks one-of-a-kind. New York is filled with wonderful thrift stores, so it's pretty easy to find cool pieces that no one else will have while developing a sustainable approach to shopping. Some of my favorite places to shop at the moment are **Madame Matovu Vintage** in the West Village, **Rogue** and **Ritual** in the Lower East side and all the flea markets in town.



WHAT'S YOUR SECRET SKILL?

When I first started my job at Pace, I found the transition from college to a full-time job to be challenging. It took a while for me to get used to full-time hours and a hybrid work schedule.

TELL US WHAT YOU ENJOY DOING WHEN YOU AREN'T WORKING?

I love a great workout. During my free time, you can catch me on a long run or at the gym. I plan to run a half-marathon this fall and the New York City Marathon in 2024.

I love exploring the city. From museums and galleries to thrift shops and boutiques, fancy restaurants and ultra-chic cocktail bars to hole-in-the wall eateries and dive bars, there's something cool to see and do on virtually every corner of New York City.

I enjoy reading. When the weather is beautiful, I can be found in the park lost in a good book.

Planes, trains and automobiles. I traveled to many cool places when I was young, which left me with a passion for travel. Whenever I can, I travel to new places around the world.



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I wear what I want regardless of what other people think. I don't think one can ever be too dressed up for any occasion!



HOW HAVE YOU BEEN DESCRIBED BY PEOPLE WHO KNOW YOU WELL? DO YOU AGREE WITH THEIR ASSESSMENT?

This is such an interesting question to think about. I've always been told that I am very organized, hard working and kind. I do put people first and have always been willing to step in to help whenever and wherever I am needed. I love having a good time regardless of the situation or the people I am with. I tend to be quiet when I first meet people, but once I feel comfortable, I am loud and outgoing. I like to think of myself as an extroverted introvert. While I enjoy spending time with friends and meeting new people, I often crave a night in all by myself. I enjoy being alone, which is important. Nothing matters if you don't enjoy your own company. I've also been told that I am artsy, fashionable, fun to be around, and always down for a new adventure! I am in agreement with all of the above!



WHAT ARE YOUR CURRENT OBSESSIONS?

1. Learning how to sew! I want to make my own clothes.
2. Perfecting certain cocktails that I like to make at home, including espresso martinis.
3. Kitten heels.



LET'S PLAY FAVORITES! NAME YOURS AND TELL US WHY!

- 1. Artist:** Banksy. His entire persona is a mystery, which is unique in a time where technology allows us to see and know everything – sometimes way too much!
- 2. Designer:** The late Virgil Abloh. His brand was my first introduction to streetwear. Soon after, I became obsessed with everything that he touched. Sean Wotherspoon is another awesome streetwear designer. I love his sneakers. I am still searching for the Nike Air Max that he designed!
- 3. Musician:** Harry Styles. Queen. Miley Cyrus. Labyrinth. I know – a wide variety of choices. But each one is perfect for different moods.
- 4. Instagram or TikTok influencer:** StoppingNYC on Instagram for furniture and other cool items found on the sidewalks of New York City. NYCResX on Instagram for last minute reservations at the hottest places in New York City and Hannah Harrell on TikTok and Instagram for fashion inspiration.
- 5. Movie or TV show:** The Truman Show – what a totally unique concept for a movie; Sex and the City – a NYC fashion girl's staple; and Friends – because I've always dreamt about having a Rachel Green life in the city. It's happening, slowly but surely. I just need to convince my friends to move into my building!
- 6. Restaurant:** In New York City, Name Nori, MonoMono and Cafe Mogador. In the rest of the world, Pizza Florida located in Rome, Italy. It's a must try!
- 7. Vacation destination:** For adventure, Iceland. For rest and relaxation, Cinque Terre, Italy
- 8. Item of clothing:** I can't pick one! So here goes: (a) Anything passed down from my Mom; (b) my vintage Levi's denim jacket that I thrifted in Budapest; and (c) a 1970s vintage slip dress that I just purchased in New York City.
- 9. Piece of jewelry:** I have a few favorites – 2 gold bracelets (both gold chains with small hearts) that were given to me by family members when I was born, both of which I still wear to this day; and a small gold watch that used to belong to my grandma, which is near and dear to my heart.



WHAT THREE WORDS DESCRIBE YOUR PERSONAL STYLE:

Chic, versatile and funky!

WHAT ARE YOUR 5 GO-TO WARDROBE PIECES?

1. A chunky pair of white sneakers;
2. A cropped white t-shirt;
3. Baggy "boyfriend" jeans;
4. A dainty gold watch that used to belong to my grandma; and
5. A statement belt.



HOW DOES JEWELRY FIT INTO YOUR DAILY WARDROBE?

I wear certain pieces of jewelry on a 24/7 basis! My boyfriend got me a permanent gold bracelet that gets zapped onto your wrist – it can't come off unless you break it. I wear the 2 dainty gold bracelets that were given to me when I was born and a gold bracelet I got in Italy. I always have a small gold chain with a pendant of St. Christopher to protect me on my travels. I have 10 piercings, so my earrings usually stay the same each day – except for the first piercing, which I will rotate depending on my outfit. I don't usually wear rings unless I am leaving the house. But when I do, I have one ring on each finger. Can you tell that I am a maximalist? When I get dressed, whether for work, or a date with my boyfriend or going out with friends, I switch out my jewelry depending on the vibe. That could mean a big chunky chain, layered rings or bold statement pieces.

DO YOU TAKE FASHION RISKS? IF SO, WHAT ARE THEY?

I wear what I want regardless of what other people think. I don't think one can ever be too dressed up for an occasion. As the saying goes, it's always better to be overdressed than underdressed. I just like to do my thing, wear what I want and ignore the trends. Does that count as a risk?

LET'S TALK ABOUT STYLE ICONS. WHOSE STYLE DO YOU ADMIRE AND WHY?

Carrie Bradshaw from Sex and the City and Rachel Green from Friends. Fictional people, I know – but their style informed my independent approach to fashion. These characters were secure in their looks, willing to take risks and didn't care what anyone thought about their personal style. I also love the personal style of Sarah Jessica Parker outside of her role as Carrie Bradshaw.



WHERE WOULD YOU TELL OUT-OF-TOWNERS TO GO TO GET YOUR NEW YORK CITY EXPERIENCE?

I recommend [Russ & Daughters](#) or [Tompkins Square Bagels](#) at 10:00 am on a Saturday. Both places are filled with locals and tourists getting their bagel fix. Loud, chaotic and the epitome of a weekend in New York City.

LIGHTNING ROUND! PICK ONE.

On personal aura: Mystery or Clarity?

– Clarity

On personal style: Minimalist or Maximalist?

– Minimalist. I am known for wearing 10+ pieces of jewelry at one time. The more, the better!.

On interior design: Bold Color or Neutral Hues?

– Bold colors.

On NYC apartment living: Huge walk-in closet with seating area or huge laundry room with full-sized washer & dryer?

– In a dream world, I would have both. But if I have to pick, I must go with a huge walk-in closet with a seating area. A laundry room in my apartment would be like winning the lottery

On travel: Wild, once-in-a-lifetime adventure where you must rough it, or quiet, peaceful, and utterly luxurious?

– Adventure!

On shopping: Online or in store?

– In store. I like to try things on IRL!

On jewelry, part 1: Delicate or Bold?

– Delicate for daily wear. Bold for special occasions and nights out!

On jewelry, part 2: Neck Game, Ear-scape, Arm Candy or Ring Bling?

– This is the hardest decision ever! But if forced to pick – neck game!

On people, part 1: Favorite human trait?

– Loyalty.

On people, part 2: Human trait you can do without?

– Jealousy.



WHAT DO YOU LOVE ABOUT GOLD?

Gold is timeless and classy. It will never go out of style and high quality gold, such as the 22 and 24 karat gold pieces sold by Auvere, will last a lifetime. One of the special things that I have enjoyed in my life is to be able to wear so many gold pieces that have been passed down in my family for generations. I wear pieces that belonged to my great-great-grandmas! How cool is that?

WHAT AUVERE PIECES MUST YOU OWN?

The **Bold Heart Diamond / Black Enamel Pendant & Long Link Chain**. I have been obsessed with this piece for a while. It is bold, yet timeless. I can dress this piece up or



PARTING WORDS?

This was so much fun! Big thanks to the Auvere team for including me in The Gilded Ones!



ISABELLA IS WEARING:

Look 1

Pink Top and Green Pants: Stoned Gold Diamond Bangles; Stone Gold Turquoise Bangles; Stoned Gold Ruby Bangles; Byzantium 24K Ring Turquoise; Colonnade Ring Polished; Stack 10 Diamond Band; 4 Leaf Clover Necklace; Pavo Necklace Polished; and Big Love Diamond Hoop Earrings S;

Look 2

Pink Jumpsuit: Love is Love Medallion & Short Link Chain; Long Link Chain; Wingspan Diamond Chandelier Earrings Tall; Heart & Arrows Diamond Medallion & Chain; Wingspan Gold Bracelet; Wingspan Diamond Bracelet; Serpentine Ring Single Twist; Heartbeat Ring; and Floral Eye Signet Ring Pave Diamonds;

Look 3

Green Dress: Love First Necklace Large; Double Heart Key Pendant & Chain; Shooting Arrow Bracelet; SnoCone Diamond Ring; Star Power Ring; Ice Cream Cone Earrings Large; and Stack 10 Diamond Band Polished;

Look 4

Denim Dress: Double Link Necklace Heavy / Silver; Maze Star Ring Silver; Star Power Ring Silver; Big Heart Ring Silver; Astra Cuff Silver; and Lunar Ear Cuff Silver;

Look 5

Black Floral Print Dress: Shooting Arrow Bracelet; 3 Star Bracelet; Gold Claw Ring; Heartbeat Ring; The Hoop Earrings Large; Golden Horseshoe Diamond Necklace; Lips Necklace Large; Heartbeat Pendant & Chain; and Heartbeat Stud Earrings.