



The *GILDED ONES*

FASHION FORWARD

NATALIA ZEMLIAKOVA

AN ADVENTURE IN STYLE

We get to meet a lot of interesting people at Auvere. One of our favorites is fashion stylist, Natalia Zemliakova. Natalia is like many New Yorkers — from somewhere else. In her case, a small town deep in the heart of western Russia where she spent her childhood. It's safe to say that the path from Votkinsk to New York is not a well trod one, but determination, passion and a smidge of good timing can create a road from anyplace to anywhere one wishes to go.

Natalia describes herself as an animal-loving introvert who prefers cats to most people. But to us, she presents as a woman (with a cat) who embraces adventure, lives life to the fullest, and has no problem taking risks. Case in point — after moving to, and living in, St. Petersburg for many years, first for university and thereafter as a dancer in a modern dance theater, Natalia decided she wanted to do something different. Totally different. She literally woke up one day, left dance, and became a stylist. Not long after that, she concluded that to take her styling game to the next level, she needed to live in a fashion capital. She promptly made her way to New York where she fell in love with the city's "anything goes" attitude.

After spending time with Natalia, we realized that becoming a stylist wasn't completely out of the blue. Natalia found joy in fashion and design as a little girl making pretty pink things for her dolls. Later on, Natalia's love for the theater, music and art influenced her mercurial "minimalist/maximalist" approach to style. Nowadays she happily mixes all of her influences to create inventive and unusual mashups that are not only incredibly beautiful, but quite intriguing.

It's always cool to peek into the closets of stylists and fashion mavens to see what they buy and how they style themselves — especially when it involves a pile-up of our high karat gold jewelry. So, keep scrolling and reading to learn more about Natalia and her approach to elegantly adventurous style.



LET'S CHAT!

Home. Sweet. Home.

I grew up in a tiny little town deep in Russia that nobody in the United States has ever heard of. It's called Votkinsk. It's famous for being the birthplace of two extremely talented people – the composer Pyotr Ilyich Tchaikovsky and me (just kidding).

School Daze.

I went to university in one of the most beautiful cities in Russia – St. Petersburg. I earned a degree in linguistics and intercultural communication at The Saint Petersburg University. To be honest, my studies haven't really influenced my path. Everything I know about life I've learned through my passion for dance, theater, films and art.

The J.O.B.

When I lived in St. Petersburg, I worked as a dancer in a modern dance theater for about ten years. When I turned 33, I realized I was craving a drastic change in my career and out of nowhere, I just turned to styling. Eventually, fashion brought me to New York and I am so thankful to the universe for this move because I am now living in the best city in the world.

Sign Language.

I am Virgo with an ascendant in Scorpio. The typical description for my sign definitely matches my personality. Virgos are hardcore OCD and ultra-critical. The Virgo/Scorpio combo is all about "reading" the room. The Scorpio influence makes me very sensitive to energy.



WHAT IS YOUR FIRST FASHION MEMORY?

Making a lot of pink clothes for my Barbie for like half of my childhood. I am still very much in love with all shades of pink.



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WHAT WAS YOUR FIRST JOB IN FASHION?

I've never really had a "job" in fashion. I've always created my own opportunities. I've been freelancing in fashion from the very start of my styling career and that freedom means a lot to me. It allows me to take only the projects that I want and to switch very quickly from one thing to another. Choosing the people with whom I work is of the highest priority. I love the flexibility of the lifestyle that I've built for myself.



HOW DID YOU GET INTO WARDROBE STYLING?

It came out of nowhere. I woke up one morning, ended my dance career, and decided to start styling. From there, I made opportunities happen for myself.



WHAT DO YOU THINK SETS YOU APART AS A STYLIST?

I draw most of my influences from dance, theater and the arts in general. So I am willing to experiment with color, volume and texture. While I definitely appreciate a minimalist aesthetic, I always fall for a bit of dramatic flair. I consider fashion design to be an art form so I treat styling as a form of art and beauty.



HOW DO YOU GET INSPIRED WHEN YOU ARE ASKED TO STYLE A SHOOT?

Movies are my biggest inspiration. My favorite directors are Lars Von Trier, David Lynch, the Coen brothers and Aki Kaurismaki. The sensual nature of Pina Bausch photography and her style in general reflect how I see things. I am also inspired by classical music — especially Handel, Bach and Chopin. All of this beauty combined with burlesque, circus, sequins and feathers are the things that form the foundation of my approach to styling.



WHO IS YOUR FAVORITE?

A. Designer

Dries Van Noten. His fragile sense of play with color, textures and prints is out of this world

B. Artist

Pina Bausch. She was a German dancer and choreographer who was a significant contributor to a neo-expressionist dance tradition now known as Tanztheater. Her way of seeing things makes me experience overwhelming emotions every time I watch her performances.

C. Photographer

Juergen Teller. His sense of humor is infectious.

D. Musician

Handel. He is the Pina Bausch of music for me!



WHAT 3 WORDS DESCRIBE YOUR PERSONAL STYLE?

She's. Got. Style.



HOW DOES JEWELRY FIT INTO YOUR DAILY WARDROBE?

I am nothing else but a rings girl. But I do love the idea of a stunning earring statement to elevate my look sometimes – especially when I go out.

WHAT'S YOUR FAVORITE PIECE OF JEWELRY AND WHY?

One of my favorite pieces is a sphere ring made from recycled silver. It looks like a baby rattle. I love it a lot.



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

Haha! We need to define "risk". Rhinestones. Feathers. High heels. Too much pink. Too many prints. Weird volumes and shapes. I love and wear it all. But I am a huge fan of a good crispy white button down shirt and a classic pair of Levi's for an everyday look.



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

The Olsen sisters have been my style inspiration since I was little. I admire the way they mix modern and vintage. And The Row is incredible. Who else? Chloe Sevigny wears the coolest stuff possible. Her stylist is Haley Wollens and I am a huge fan of her work. Phoebe Philo. Suzanne Koller — everything she does and wears is super chic. Oh and I love Alessandro Michele and all he does for Gucci.

WHAT ARE YOUR FIVE GO-TO WARDROBE PIECES?

1. Statement shoes are a must
2. Cropped white jeans
3. Oversized shirt
4. Sunglasses
5. Ruby Woo by Mac for my lips



WHAT'S THE HARDEST WORKING PIECE OF CLOTHING IN YOUR WARDROBE RIGHT NOW?

My favorite tiny Chanel wallet-purse that I wear every day. I try to avoid wearing big bags.

ARE YOU A COLLECTOR OR A CURATOR OF FASHION?

I am both. I collect but I edit too. I like to keep my closet balanced.







LIGHTNING ROUND! PICK ONE.

On personal aura: Mystery or Clarity?

—Oooh. Both. I am a Virgo/Scorpio mix, remember?

On personal style: Minimalist or Maximalist?

— Again. I want it all. But if I have to choose, it's maximalist.

On interior design: Bold Color or Neutral hues?

— My friends tell me that my home looks like a hospital. It's all white. I can't concentrate when I see too many things, and I work from home a lot.

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

— Walk-in-closet, of course. What's a laundry room? We are in New York!

On New York newspapers: New York Times or New York Post?

— YouTube

On shopping: Online or in store?

— Being the introvert that I am, online only!

On jewelry, part 1: Delicate or Bold?

— Bold but I focus on one thing. I don't layer a lot.

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

— Rings, always!

On people, part 1: Favorite human trait?

— Kindness

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

— I can do without humans in general. I'll take my cats!

WHAT DO YOU LOVE ABOUT GOLD?

The color and the cost. This girl loves expensive things!



WHAT AUVERE PIECES MUST YOU OWN?

I absolutely love the [Praying Mantis Diamond Ring Wide](#), the [Byzantium 24K Ring Turquoise](#) and the [Byzantium 24K Ring Rubies](#).



PARTING WORDS?

Ciao!



NATALIA IS WEARING:

Look 1:

Black Dress: Gucci; **Shoes:** Gucci; **Sunglasses:** Vintage; and **Jewelry:** **Auvere** (Big Love Diamond Earrings Small; Capture Ear Cuff Polished; Diamond Ear Cuff; Praying Mantis Diamond Ring Wide; Praying Mantis Diamond Ring Narrow; Praying Mantis Polished Ring Narrow; and Cut Out Diamond Ring);

Look 2:

Red Brocade Coat Dress: Commes Des Garcons; **Shoes:** The Row; and **Jewelry:** **Auvere** (Capture Ear Cuff Polished; Diamond Ear Cuff; Foxtail Necklace; Double Link Necklace Light; Double Link Necklace Heavy; Double Link Bracelet Heavy; Double Link Bracelet Light; and Foxtail Bracelet; Golden Apex 24K Ring Hammered; Xanthe 24K Ring Hammered; Polished; Praying Mantis Diamond Ring Narrow; Praying Mantis Polished Ring Narrow; Praying Mantis Satin Ring Narrow);

Look 3:

Cream Dress: The Row; **Shoes:** The Row **Sunglasses:** Celine; and **Jewelry:** **Auvere** (Perigee Bracelet; Foxtail Necklace; Double Link Necklace Heavy; Double Link Necklace Light; Golden Apex 24K Ring Hammered; Xanthe 24K Ring Hammered; Golden Moon Earrings Polished; Praying Mantis Diamond Ring Narrow; Praying Mantis Polished Ring Narrow; Praying Mantis Satin Ring Narrow; Capture Ear Cuff Polished; and Diamond Ear Cuff);

Look 4:

Black Sequined Dress: Marni; **Shoes:** Dries Van Noten; and **Jewelry:** **Auvere** (Maze Star Ring; Capture Ear Cuff Polished; Diamond Ear Cuff; Diamond Cone Threader Earrings; Ice Cream Cone Diamond Earrings Large; Diamond Drops Bracelet);

Look 5:

Blue Dress: Gucci; **Shoes:** Gucci; **Sandals:** Jerusalem Sandals; and **Jewelry:** **Auvere** (Ice Cream Cone Diamond Earrings Large; Golden Moon Earring Polished / Large; Big Heart Ring; Love First Necklace; Short Maze Cuff; Cut Out Diamond Ring); and

Look 6:

Cheetah Dress: Gucci; **Shoes:** Comme Des Garcons; **Sunglasses:** Vintage; and **Jewelry:** **Auvere** (Foxtail Necklace; Double Link Necklace Heavy; Conic Mobile Diamond Earrings; Star Power Ring; Maze Star Ring; Star Bright Ring; Peace Sign Ring; Capture Ear Cuff Polished; and Diamond Ear Cuff).