

S10 Ep8: Ellis Ranson & Her Stitch Switch

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Charlie Hedges

I'm Charlie Hedges and this is *My Wardrobe Malfunction*, the podcast about our clothing triumphs and maybe just the occasional disaster too. Now before we get on to today's guest, thank you to all of you who have been in touch with *your* wardrobe malfunctions and other clothing stories. Please keep them coming in by tagging us @mywardmal or you can email help@mywardmal.com.

So today's special guest is celebrity fashion stylist Ellis Ranson and I'm hoping she'll give me a few tips on what to do and what to avoid. So let's grab the handles, open my wardrobe doors and find out what's inside...

Hi Ellis!

Ellis Ranson

Hello.

Charlie Hedges

How are you?

Ellis Ranson

Good, thank you, how are you?

Charlie Hedges

Really good, I've got to say. First Essex girl, big up to Essex!

Ellis Ranson

Am I? Oh my God, OK. Pressure!

Charlie Hedges

Where in Essex are you from? Are we neighbours?

Ellis Ranson

I'm Romford.

Charlie Hedges

OK, I'm not a million miles out, I'm Brentwood way, so we're neighbours.

Ellis Ranson

Yeah, you're in a bit posher part!

Charlie Hedges

No, no, not at all! Thank you for doing this today. I have to say, I am a big fan. I follow you online, I love your styling, I love how you style yourself, but of course other people, which is what we're gonna be talking about today. But I just want to know, like a bit of background info on you, were your family like really stylish and in to clothes growing up? Where did you sort of get your inspiration from?

Ellis Ranson

I always loved fashion. My aunt was, she was a PR, but she was a PR to Philip Green. She did Tammy Girls. So she was always heavily into fashion. And my mum was very stylish, but at the time when you're at school, I was like, no, she had these pair of trousers and they had a dog on the bum and a chain. And everyone else's mums were wearing just white tee and black trousers. And I'd be like 'No, not the trousers, please!' Whereas now I'm like 'You still got those trousers cos I'd really love to wear them?' So I was always around fashion. My dad said his favorite thing to do was watch my aunt walk into a room because her outfits were so mad that everyone would stare. So I think I was always around it.

Charlie Hedges

Do you know what's mad though? It's so true what you say because when you're younger you I mean, I don't know if you were the same as me, but I was such a shy kid and I'd almost like want to sort of blend into the background. And actually my mum and dad would like push me to wear stuff that not everybody else was wearing like they'd take us to Camden Market like in the school holidays and stuff. They always had different clothes on but I never appreciated it when I was younger because I just used to get embarrassed and didn't want to be that kid that stood out. So now the fact that you want a her clothes is just brilliant. I know but you

Ellis Ranson

I know but you do, don't you? I remember I was desperate for a Nicholson polo, desperately wanted one and my mum was like 'Absolutely not you are not...' So I made my granddad get me one and she was furious. But yeah it wasn't... and now I'm like 'Why did I need that polo why didn't I stick to...' She had me these lovely like DKNY pieces that she'd got and oh I don't know, crazy.

Charlie Hedges

Am I right in saying as well that you were advised against going into a career in fashion?

Ellis Ranson

Yes. I was either toying between either going into sport because I played ice hockey or doing fashion, which was more of what I loved. And when I was at sixth form, the fashion class wasn't really... it was maybe more art. And just my tutor sort of said 'Don't know if this is for you, maybe we should look at changing courses.' And I'm so glad that even at that age, I was like 'No, do you know what, I'm not gonna change courses, I'm gonna change colleges.' And that's when I found the Fashion Retail Academy and then, yeah, all sort of went from there.

Charlie Hedges

So talking of ice hockey, you're not talking about Romford Ice Rink are you?!

Ellis Ranson

That is where I started, yeah.

Charlie Hedges

So tell us about that?

Ellis Ranson

I went ice skating one time with my dad and brother, and I just could skate. I just got on and could skate. A woman asked if I wanted to be a figure skater that exact day. So I then went figure skating, got figure skating boots, but my brother started ice hockey, and ice hockey came on after. And I said to my dad 'That looks more fun. I wanna do that.' So then I actually did beginner's ice hockey in my figure skate boots, because I think my dad thought 'This isn't going to stick.' But it did. So I ended up playing for the boys until I was 14. Then I played for women's, and I played for England and Great Britain under 18s.

Charlie Hedges

That's amazing! Would you ever go back to it now?

Ellis Ranson

Do you know what? It was really hard because as a women's sport, especially this is what 10 years ago, women's sport just didn't have the backing. So I had to really choose between a career in fashion or playing ice hockey. And I didn't get paid to play ice hockey. So it just was a really hard, tough call, but I just had to focus on one or the other because women's ice hockey, you have the ice at midnight because that's the only time girls could get the ice. And there was so many factors to it. But so I played for Bracknell because they were top of the league and Romford didn't have a women's team. So there were so many different factors, but I used to make sure I had pink gloves, everyone else had like black or green. And I used to ask all the time if I could design the Great Britain tracksuit because it was ugly. I was declined multiple times!

Charlie Hedges

You know what? I used to go to Romford Ice Rink all the time. I used to watch ice hockey. I used to have one of my friends' partners used to play for Romford, which you've just brought back so many amazing memories. It used to be such an amazing place.

Ellis Ranson

And it was, do you know what? I think that really helped me further along having something competitive as I was growing up. Because not that I'm competitive now, but I want to do well and I want things to, you know. So I do think it has helpful to have.

Charlie Hedges

I also think it's so scary to watch, like them, what are they called? Are they call pucks? I don't even know what they're, is it called a puck? Come on girl! The speed at which they come at you, like I don't think I would ever be able to do something like that, you must have been petrified sometimes, or not really?

Ellis Ranson

No I think where I'd done it from a young age. But I broke wrists, fractured collarbones, you know, done a lot but yeah it was fun, really fun.

Charlie Hedges

And you ended up working in-house for New Look, didn't you?

Ellis Ranson

Yes. So I straight away in college worked for Choice, which you will know very Essex...

Charlie Hedges

Not the Romford one?

Ellis Ranson

No, I worked in head office – behind Romford Dogs! So I worked there which was amazing and then I wanted to get back into high streets. And then I worked in-house at New Look for three years.

Charlie Hedges

I almost think that you appreciate things more in life when you get them when other people have said you can't do them or you shouldn't be doing them. Because imagine not being in fashion and like look at all the amazing things you've done? And also all the amazing people you've helped as well because let's be honest you do help a lot of people!

Ellis Ranson

That's so true and I think as well it's so important that if you know and feel in your heart that that's what you should do you shouldn't really let anyone else tell you or stop you and it does definitely feel better when you get to that stage. But that's why I started, because I've got a styling school where I teach younger people to become stylists, and it is that it's because I think there's this stigma of *The Devil Wears Prada*, fashion is scary and you have to be a certain person to be in fashion and you really don't. You just have to have an eye for it and love it.

Charlie Hedges

Probably a silly question, but do you find it hard styling yourself or do you find that easy?

Ellis Ranson

Do you know it's a hard one because I find it easy to just get dressed but what I do find hard is if I'm out shopping and I see something I love I'm like 'Oh, but Kate's got a holiday coming up so she probably needs it' or 'That would look really lovely on Ferne.' And then I'm like 'OK, I have to sacrifice for them!'

Charlie Hedges

You're talking about Kate Ferdinand I'm guessing, right?

Ellis Ranson

Yeah.

Charlie Hedges

I would never have thought that actually, because yeah, it's like buying someone a Christmas present and then wanting to keep it yourself, but you can't because it's for them. So do you like, once they've worn their stuff once, do you then wear it after?

Ellis Ranson

No. Do you know what, I've really built up with my clients to be very sustainable in the sense of we aren't doing that 'wear it once' thing anymore. I know it was definitely a big thing before but I'm getting to the point where we're building capsule wardrobes whether that be, I mean Kate did have this and she wore it and then I was like 'I am still gonna get it!'

Charlie Hedges

Is that the jacket you've got on now?

Ellis Ranson

Yeah and I actually wore it to a fitting with her the other day and she was like 'I recognise that.' I was like 'Yes, I styled you in that.' So you do because obviously you all have the same sort of style and that's why we work together. It's such a collaboration that you're in line with each other so you're going to want to wear the same things.

Charlie Hedges

When you take on a new client, or even I suppose if they're not new clients, like how do you go about styling them in the first place? Do you just look up who they are online and then put like mood boards together? How's it actually work?

Ellis Ranson

It's so hard when you style someone for the first time. The only way I can describe it is, if you go in Zara for yourself, for example, and you pull out so many things, you're like 'Love that, love that.' And then you go in the fitting room and like either nothing or one thing. It's a bit like that. I'm going in a bit, you know, I don't know what they're gonna like. I don't know what mood they're gonna be. Sometimes you can be really happy, love everything. Sometimes you can have had a bad day. So I, yeah, try and do a mood board. I always look for a A-list celebrity in LA who I think got the same body type, same colourings and sort of look at that for reference and be like 'I think you could be here. This is the style I'd go for' and sort of do it by that. And then also ask any questions like 'Colours you hate, body parts you love to show off, body parts you don't love to show.' And then we sort of go from there and you know, there's points where when you grow with a client, you know, you can push it. Like someone might say 'I really hate my arms', but you can get to a point where you've worked together for so long that you can be like, 'Go on, we can have the arms out this once.'

Charlie Hedges

And who was the first person, like who was your first celeb client to style?

Ellis Ranson

When I was at Choice I did a results with Lucy Meck shoot but my actually my very first ever celeb shoot was Lethal Bizzle and Wiley!

Charlie Hedges

What for? A music video?

Ellis Ranson

For a music video. *They Got It Wrong* it was called. And obviously for me this was like so bizarre because I'd never done anything like this before I completely winged it and I was just in this room putting them in jeans and jackets and hats and it was crazy. So that was my first celeb experience – that was fun, really fun.

Charlie Hedges

When you're sort of creating red carpet look is that really difficult? Because I'd like to think at some point, you know In terms of press it's gonna start getting a little bit nicer. And you know It's not just about how bad someone looks and let's just annihilate someone for the dress they're wearing because that's just mean. I hate that culture anyway. But I suppose you have to really think about what you're putting someone in because of things being see-through. Like I'll never forget. I went to a... Oh, God. I'm gonna go and stand it... But I went to an awards night about a year ago and I bloody didn't do the 'bend over' test. I don't know if that is even a thing with you, but apologies to everyone. But normally if I'm wearing like especially dark colours I'll like bend over in the mirror in sunlight direct sunlight to see if it's see-through and I didn't do it and my butt... Yeah, it was not a good idea. No one cares about me... But do you have, to how do you get around things like that? Cos when the paps are shooting, it's quite dangerous!

Ellis Ranson

Yeah and I think that's something that I don't think people who just call themselves stylists sometimes I don't think they realise all those things you really have to think about. If you're going on a talk show we need to check if you can sit down. If you're gonna be in a car for an hour before you get to the red carpet does the outfit crease? There's all these things that you have to think about. Is, you know, taping you in... all of that. But I find red carpets much harder now as well. I don't know if there's a lot more talent going. I think when I first started there was more brands open to loaning for things as well whereas now there's so many people and there is so much pressure around it. And I heard a stylist in LA say that they don't care if they're on the worst dress list because at least it's pushing boundaries and people are talking about it so I now live by that. So I'm like OK even, if people hate it, who cares? And you know who's amazing with that? Ferne. We both have always said like if we love it and we want to try something different who cares? Because fashion is so subjective isn't it? It's so personal.

Charlie Hedges

And also that person that's put whoever it is in you know online or in an article, that's just their single opinion.

Ellis Ranson

Exactly.

Charlie Hedges

And some of the most wackiest outfits a lot of you know... a lot of the celebrities in LA, like you say, in some of the big music shows and big fashion shows, their outfits I mean I'm not going to Tesco's in that and they're making it on the 'good' list. Do you know what

I mean? So you're so right actually it's a really nice way of looking at it even if you end up on the worst list, who cares?

Ellis Ranson

And I know how much work stylists have to put in and I know there's been a background to it. So I think, well, it's nice when people dress different and have a bit of something about them rather than just doing the safe dress that... Sometimes the safe dress is perfect and depends on the occasion, but it's nice to push it a bit.

Charlie Hedges

You're talking about Ferne McCann right? So how did you guys actually meet?

Ellis Ranson

I actually slid in the DMs!

Charlie Hedges

Amazing, yes!

Ellis Ranson

So what happened was she commented on a few of my pictures on Instagram and she just wrote 'Love this outfit' and my friend went 'Just message her.' And when I say I had no clue... what I said to her 'If you need a stylist I'd love to work with you.' I didn't know what that meant I didn't know what that even was gonna be. I was a fashion stylist I was doing photo shoots for brands and you know I had no idea but I was like 'OK, I'm just gonna do it.' And we met and we just got on like. Sunday's my goddaughter. We've become best friends which is amazing and it is crazy and this is what I always tell people 'Just message people' because you really never know where it will end up.

Charlie Hedges

You guys are basically family now.

Ellis Ranson

We spent Christmas together.

Charlie Hedges

That actually melts my heart. Not to put you under pressure but just looking at me right now in terms of colour palette how would you style me personally? And you can say rip everything off that I'm wearing right now and start again!

Ellis Ranson

As soon as I got on the call, I was about to say 'Oh, she's wearing the colour of the season.' Button yellow...

Charlie Hedges

Come on! I've only got one yellow top. I did have to really think about talking to you. Was saying like 'What colours are in?' How sad is that I woke up at five this morning to get my blooming yellow top out!

Ellis Ranson

But yellow looks great on a blonde as well.

Charlie Hedges

How would you style me? Because I like wearing black. I'm very much a plain black girl because I do feel like, I don't know, I just feel like that colour suits me but what would you do with me?

Ellis Ranson

I think black is chic and safe and everyone feels comfortable in black, so no matter what, everyone always looks good in black. But I think you would look really good in all these softer tones in the pastels, but I think you can play around with fashion a bit and have fun with it. I don't think you need to be too safe.

Charlie Hedges

All right, I'll take that from you. I will take that, thank you! In terms of like giving anyone else like simple tips or hacks, do you know what, maybe like staple pieces in a wardrobe. Because like you're saying, a lot of people now are working towards just having the essential staple pieces in their wardrobe and not just quick fashion and you know buying things for the sake of it and never wearing it again. So what items would you say is essential to have your wardrobe if you can only have a few?

Ellis Ranson

A blazer is great because that can be transitioned all year round you can wear it over a dress, over jeans, you can you know really dress it up or down. A good basic tee is really important because again you can put that with your jeans. Great jeans that you can wear with a heel, with a boot, with a sandal. I actually think it's nice to get a few shades of jeans though so you've got a light wash maybe an indigo and then a black or grey. And then yeah it's really about playing around with basics. And then you can have fun with your accessories I think. So don't worry so much about having forever accessories that's where you can have your fad pieces and play around a bit more. And I think what's really important is find your colour palette and almost look in your wardrobe and have a bit of a uniform where though you know everything can sort of fits together.

Charlie Hedges

Ooh, that's cool. So like do it in like almost like colour palette order?

Ellis Ranson

Yeah. And then you know that you've not got anything, so you go and buy, for example, say a neon green becomes fashionable, but where does that fit into your wardrobe and does it really work? Whereas you could just buy a bag and use it a few times and it can sort of work in. But if you're getting a bright green blazer, is that going to fit into your wardrobe or bright green trouser or whatever?

Charlie Hedges

In terms of people that you haven't styled yet but you would love to, who's on your dream list?

Ellis Ranson

Someone like Zendaya would be amazing because I just love that she does the whole, well I guess a bit like Ariana and Cynthia did for *Wicked*, they do that whole like costume dressing where they really fit the character and do a whole narrate, you know when she

done *Challengers* she wore the Wimbledon, you know, she wore the heels with the tennis balls. And I think something like that that you could do for their press tour would be amazing. Margot Robbie for *Barbie*, having something like that would be fun. Where you've got a bit of a story.

Charlie Hedges

Yeah, that would be amazing. You would smash that out the park. That's what we need to get you on a big movie next time, come on sign her up!

Ellis Ranson

I think that's what's hard about UK styling in comparison. You always look at LA and you think 'Wow.' But they have more of a, everything's got a story. Whereas a lot of my clients are doing the school run or doing very normal day-to-day things that you don't necessarily style them for. And I'm sure the women of LA also do that, but they always have to be going somewhere glamorous or there's so much more opportunity there.

Charlie Hedges

What's your favourite red carpet look that you've created, do you think, and who for?

Ellis Ranson

Oh that's a hard one. Every time I do it I'm like 'This is my best yet, this is my favourite.' Done Ferne for the Olivier Awards and it was a real last minute and we got her in a Egalia which was stunning and we actually put an orange tie around her. That was this year, wasn't it? Yeah that was and it looked so stunning that was fun and it was last minute so sometimes that's easier because there's less pressure.

Charlie Hedges

You know what actually I remember seeing that photo of her and thinking she looked completely different to what I've seen her in before. Like she really stood out and I don't know what it was about the style of the dress or but there was just something really special about the look actually.

Ellis Ranson

That was really fun. I did Kate and Rio for the Brits and we got Rio a bespoke suit made and that was fun. That was great.

Charlie Hedges

You mentioned Rio Ferdinand. In terms of like styling men, do you style a lot of men? And if so, like what's the differences between styling guys to girls? Like, are they more perceptive? How is it different or is it the same?

Ellis Ranson

So I kind of started doing men's like I said like Lethal Bizzle and Choice was 80% men's. So I started in a men's world. Men are probably a lot easier to dress in the sense of they're not too picky with things and they're actually usually like just very grateful in a way. You know I styled Jamie Laing recently for a red carpet and he must have texted me 'Thank you' about 10 times. Just really lovely and I think, as if you give them something that makes them feel good they really feel good in it and you can push them a bit more. But there's not too much different. Men's is simpler isn't it? T-shirt, jeans, shirt, blazer, there's not as much to it. Women have different things going on through life, they

change you know. I've been through my women clients from them starting their careers to having babies to you know pre-baby body, post-baby, getting married, all these different stages in life whereas I think men are quite consistent.

Charlie Hedges

Are there any guys that you would love to style that you haven't already?

Ellis Ranson

Do you know what, I was really lucky, I've done Pete Wicks recently for a show and I've done a few bits with him and he's really fun because he pushes it with his style so that's quite fun.

Charlie Hedges

Yeah, I love him.

Ellis Ranson

And he's happy to wear something a bit out there so that's really lovely. I don't know men's wise, I mean obviously Harry Styles would be brilliant because he completely pushes it, doesn't he?

Charlie Hedges

What would you do with Harry Styles?

Ellis Ranson

I don't know sometimes... I think he, I mean he could look good in anything couldn't he probably? I did love when he wore the black suit with the big lapels and I felt like that was something I'd use for inspo forever.

Charlie Hedges

How would you describe your own personal style?

Ellis Ranson

I don't feel like I have a definite style. I think I really change it up, but I'd say colourful, tiny bit edgy, but then also quite classic, if that even makes sense.

Charlie Hedges

No, it completely makes sense. And do you have like an item of clothing that is your comfort blanket? Where you're like 'Do you know what, if I put this on, I'm just, I'm good.' Whether it's to hide stuff or just, yeah, just to have a lovely day.

Ellis Ranson

I do love a co-ord, I'm such a sucker for a co-ord, especially where I'm working. And I'm always mixing, like on the floor, doing, you know, tying shoes and messing around. But I feel like a co-ord, this is actually a co-ord. You can look a bit more glamorous and like you've made an effort, but you're also comfy and haven't made an effort at all.

Charlie Hedges

And there's less things to think about. I'm the same as you. A co-ord is just life made, whether it's like day-to-day stuff or going out. If I can find a good co-ord for evenings or anything, because then you've only got to think about your shoes and your face really.

Ellis Ranson

Always about the face!. It's easy. And I've got this ring that I've had since I was 18 and I just can't not wear it. I have to have it on all the time.

Charlie Hedges

Did someone buy it for you?

Ellis Ranson

Yeah, my aunt gave it to me for my 18th birthday and sadly she's no longer here. So it's just something special that I just have never took off. And I think if I don't ever say you have to take it off for any reason, I'm like, 'Oh, God, no, can't leave the house.'

Charlie Hedges

Feels weird! You've been to some amazing events haven't you like you went to the *Pride of Britain Awards* you've been to so many galas like what's been your favourite event to attend yourself, so not necessarily as a stylist or maybe it is as a stylist?

Ellis Ranson

Pride of Britain I know you just mentioned that but because I got to speak to everyone on the carpet about what they're wearing. And as a stylist I love hearing why people wore things and even my own clients I love to see their final little... even if you put them in a whole outfit it's the final things that they do the little extra touches that really... so it's lovely to be there and be a part of it not just as a stylist. Because normally those events I've like styled however many people and I'm literally absolutely shattered, I've got my hair on top of my head. I'm probably wearing a co-ord but not very nice one and I'm like 'Oh my God, I couldn't even think of anything worse than going to the event' So it was really lovely to go as a guest.

Charlie Hedges

And did you style yourself for that?

Ellis Ranson

Yes, which is hard!

Charlie Hedges

I was just gonna say is there anyone that you would put your trust in to style you?

Ellis Ranson

Do you know what? There is. There's a few of my friends who are stylists, like Kelvin or Ray, I'd really love to work with. They're like friends of mine, so I would trust them to put me in something amazing. But it's hard because how can you, if I'm a stylist, I should be styling myself.

Charlie Hedges

Yeah it's like if you do hair for a living ain't it? We're all going to be looking at their hair like we're looking at you. And it shouldn't be, not judging, I say that in like a light sense but people are going to because we want to see what you look like yourself and what bits you pick out for yourself. Have you ever had a wardrobe malfunction?

Ellis Ranson

Many. It was my second red carpet but first *NTAs* with Ferne and we got a dress made. It turned up on the day which now I never allow for and when it arrived her whole boobs were out.

Charlie Hedges

Oh no!

Ellis Ranson

And it was a white two-piece so it was the top just was not... and I at this point was really new to styling. I completely was winging it as a celebrity stylist when I began so I did not plan to become a celebrity stylist at all. So I was like 'What do I do? I have no idea.' But I always try and stay really calm in front of people so I pretended to Ferne I was absolutely fine, went outside Googled and found a local dry cleaners that had a seamstress in them. Got a cab there got them to chop the sleeves and put this extra band in.

Charlie Hedges

No!

Ellis Ranson

It was now three hours till the carpet but she was getting her makeup done. It's white so we can't keep trying it on and off. So I was like panicking, it was awful but we made it work and she felt amazing and it was fine but lesson learned. I feel I have a lot of lessons as a stylist and now I'm so overly prepared. And then another time I was out with my friends wearing a pair of heels and the heel just snapped off

Charlie Hedges

Oh my God, there's nothing worse!

Ellis Ranson

It was not cool!

Charlie Hedges

What did you do?

Ellis Ranson

Well, luckily I drove that night and as the stylist I am I had about 10 pairs of shoes in the car so I was absolutely fine. I just, they didn't completely match the look but it was fine. It could have been worse.

Charlie Hedges

I had a friend of mine back in the day whose heel broke on a night out but she's such a fun personality, I mean she was wild anyway, she stayed in the shoes all night. Honestly I still don't know how she done it. She had one with the heel, one without.

Ellis Ranson

No!

Charlie Hedges

Yeah she did and she smashed it. I can see her, she had a banging outfit on as well. You're also a long time supporter of *Cancer Research* which is amazing. How did you get into working with them?

Ellis Ranson

I really really randomly I've always wanted to do something with *Cancer Research* because I've lost quite a few family members through it but my brother plays ice hockey and so does a woman from *Cancer Research*'s son. And she got chatting to my dad and then we met up and they just asked me to open their Marylebone store. But Molly who worked for *Cancer Research*, at the time she was like head of marketing, she found out and then got in touch and we ended up just doing this whole... and now we've got Behind the Finds.

Charlie Hedges

I was just going to ask you about that. Yeah, so what's that?

Ellis Ranson

Well, you need to be my next guest on it.

Charlie Hedges

Oh, yes is the answer!

Ellis Ranson

Yeah, I'd love to have you on that. So basically it's just raising awareness because I am not, as a stylist, I'm not fully the most sustainable shopper in the world. I do shop like high street fashion, but it's just being a bit more mindful and learning about what you can find in a charity shop and just teaching because I'm learning as well. You know, I didn't realize some of the brands you can get, you can get a Chanel bag and you can get so many amazing pieces. And I just think it's raising that awareness. So we're just getting different people on to speak about how you can shop charity and how much it does help. And then I'm also doing the Breast Cancer Now show, which is so much fun. It's a fashion show where women and men walk who either have breast cancer or recovered from breast cancer and they walk the fashion show. And it's just such a beautiful event.

Charlie Hedges

Unreal. And do you style everyone for that then?

Ellis Ranson

No, I don't actually. They have an amazing stylist who's worked on it for years, but I just get involved in chatting to the women before and after.

Charlie Hedges

Beautiful.

Ellis Ranson

Yeah, it's really lovely.

Charlie Hedges

And you have launched something with Kate as well. You mentioned Kate Ferdinand earlier. So is it Kallis? Is that how you pronounce it? I'm guessing Kate and Ellis, right?

Ellis Ranson

We spent long trying to think of a name. And we was actually sat with Rio and he was like 'Kallis.' And we was like 'Yeah. Perfect.'

Charlie Hedges

So tell us what's all that about?

Ellis Ranson

So Kallis really came from a place where Kate, is like myself as well, we both really loved doing anything giving and, you know, charitable. And I kept getting messages from women who were saying they're really struggling, but they want nice clothes. Where can they get cheap clothes from? And I thought, we don't realise how amazing putting... You know how it feels when you put on a lovely outfit, what it makes you feel like. When you go shopping, they call it retail therapy for a reason. And we just realised there's so many people that don't get that opportunity and don't get the chance to just go and shop and have nice things. And we didn't want to become a charity because obviously I think that's a whole other thing. But we thought we would set up an event that can team up with charities. So it's all about empowering people to feel good. So we'll team up with councils or charities and just give people experiences. So we've got something coming up where they'll have their nails and hair done. But it's just about giving back and making people feel good.

Charlie Hedges

How do you think the industry's changed from like when you first started working in it to like now? Do you think it's changed in a positive way or are there like things within the industry that you think still need work?

Ellis Ranson

I think there's a bit of both. I think everyone's becoming a lot more aware about what is sustainable and what's important and you know what really matters and I think that's really a big positive. But then I also think social media has changed the fact that people only wear things once and once you've been seen in something and everyone has sort of started to believe they have to dress a certain way because that's what works on Instagram or you know there's that side of it as well. So I think it's sort of like pros and cons but I think definitely people are really being more mindful with and Gen Zs love a charity shop.

Charlie Hedges

Yep, too right. I've got this pink suit that I've worn I don't even know how many times now and I don't give a damn. I love it and what's the point of throwing stuff away for the sake of it? Me personally, I've never really been fussed about wearing something once and never wearing it again because I'm like 'If it's a great outfit.' In fact, this is really bad and I do know that but if I've gone out for a couple of hours on a Sunday and have only worn an outfit for a few hours, I'll wear it on the Monday as well to work.

Ellis Ranson

I think that's normal.

Charlie Hedges

Do you actually?

Ellis Ranson

Yeah.

Charlie Hedges

Nothing smells. I smell fresh but I'm like 'That's a really great outfit. Why am I not going to wear that again?!'

Ellis Ranson

'I'm not wasting that - people need to see this!' And it's a different set of eyes.

Charlie Hedges

This is a fresh top by the way today. Don't judge me on this one!

Ellis Ranson

It's the same one on every podcast! No, I think it's definitely become a thing where people are happy that you're, or even like, I love people asking how to wear things in different ways and people are experimenting a bit more, aren't they? I think it's nice. It has got a lot nicer.

Charlie Hedges

What item of clothing have you got that if you got a call now and someone was like 'Right, no pressure, but you're going to the biggest event ever in the entire world and you need to look a million dollars,' what, have you got like a staple piece in your wardrobe that just makes you feel amazing?

Ellis Ranson

I love a sample sale. I absolutely love a sample sale. I always hunt them down and I've got a David Comer jumpsuit that is just a black jumpsuit. It's got a little cut out. So if I had a last minute and I needed to, that would be the go-to. But realistically, if it was the event of the year, I would want to go out and find something new.

Charlie Hedges

Next time I see you in that I'm gonna be like 'Yep, she got the call five minutes ago!' And have you got an item of clothing or an accessory that you would hand down to somebody else? So I know you mentioned your beautiful ring which is lovely that you always wear is there something that you would then pass down?

Ellis Ranson

Probably my Chanel bag because I bought it for myself when I was 30.

Charlie Hedges

Yes girl! Which one is it and what colour, please? We need all the details.

Ellis Ranson

It's blue because this is my thing. I was like 'OK, I'm a fashion stylist I need colour, I need something a bit fun.' So it's a pale blue and it's just this classic shape flat bag it was one of them things I remember when I first started working at Choice I was like 'When I get my first big amount of money I'm gonna buy myself a Marc Jacobs bag.' And that was my dream. And then I realised Marc Jacobs bags aren't too expensive especially with my 50% discount.

Charlie Hedges

Do you know what little things like that, I say it on air all the time actually, but you need to treat yourself. Whether it's I don't know even down to a packet of sweets like I feel like we should all set little goals or just be kind to ourselves ain't it? Whether that is like treating yourself to a nice bag or some sweets or go and get your hair done or whatever you can afford within yeah within your means because it's so important.

Ellis Ranson

Oh and I ask for vouchers and things to save up towards it. I mean I just work towards it but I do think you're so right and I actually do this thing now. I write, there's a website and I write a letter to myself and then you get it a year later and it's sort of like I set my goals and what I hope's happened in the end.

Charlie Hedges

That's so nice. For last year's, how much did you tick off that you actually achieved?

Ellis Ranson

Quite a bit but I felt like last year, you know sometimes you just have a year that's a bit...

Charlie Hedges

Bit meh?

Ellis Ranson

Yeah and I feel like this is the year. I've already started ticking off things this year but I think last year was just my, maybe that could be meh year.

Charlie Hedges

Yeah, that's it, we'll call them meh years. What advice would you give to anyone listening right now? Actually, two pieces of advice. The first one, what advice would you give to someone that is maybe not feeling very confident and not really knowing where they fit or what looks good on them? What advice would you give to them first of all?

Ellis Ranson

I would say experiment with things, try different things. I'd say definitely as you're out and about, if someone says to you 'You look nice today,' keep in mind what colour you was wearing, what outfit you had on and just always take note of those like little wins and sort of put that into your wardrobe. And also there's no harm in trying different things. And if it makes you, I always say this to my clients 'If you feel good in it, then you'll look good.' So it doesn't matter if it's not the latest item or the biggest trend right now. If you feel good in it, it will come across and you'll look good. So I just think there shouldn't be many rules in fashion. Just enjoy it. And fashion is meant to be fun. You're meant to enjoy

getting dressed. Don't put pressure on it. Definitely don't put pressure on what size things are because nowhere is the correct size any more.

Charlie Hedges

Very true. And any advice to any upcoming stylists or people that have no idea how to get into the industry, what advice would you give them?

Ellis Ranson

I would say networking as much as you can, find other, you know, anyone who works in the industry, ask them if they need help, because what's the worst you're going to get? No reply or no. I still get that. I still don't get replies. I still get told no. I got rejected on an email today, you know, it still happens. So just putting yourself out there because what's the worst that can happen? And speak to people. I think that's the biggest lesson I learned. And like you said, I was really shy. I wouldn't speak in a room. I'd never put my hand up. And I actually went to this talk and this guy stood up and he was like 'I cannot believe none of you have spoke to each other. You don't know what opportunities are in this room.' You don't have to be the loudest person in the room, but just speak to people because you just don't know where that conversation can take you.

Charlie Hedges

And especially with like socials now and being online, everyone's so easily accessible, like it's so easy to contact anyone really. Like you said, even if you don't get a reply, there's no harming DMing people and just putting a message out there because like you said, you just never know, you never know.

Ellis Ranson

I remember running up to Mark Hayes in Topshop once and I was only in college and I definitely was absolutely frightened out of my life but I was like 'I've just got to go and ask for his email.' Just because I've seen him. And the thing is you go home and you regret it so much if you don't.

Charlie Hedges

Yeah, I feel like everyone needs that element of regret. We sound quite similar actually, if you're a shy person you need to experience that 'Oh my God, I'm so gutted I didn't do it.' Because I think once you get that feeling once you never do it again. Doesn't matter how shy you are. Do you remember *CDUK*, the TV show on a Saturday with Cat Deeley?

Ellis Ranson

Oh I don't. I'll have to have a look.

So it was basically like it was like a Saturday morning show. It was amazing, I used to love Cat Deeley and I was only, I can't remember how old I was, I must have been like 14 maybe and I was like freelancing for this magazine. And I was the shyest kid, like so shy, but I remember getting in there's like an audience thing for the *CDUK* and when they'd like taken a break I ran over to Cat to ask if I could interview her! But I got stopped by the security! But it's not the point. I remember being so scared but thinking if I hadn't have done that, you know imagine I'd have got to her and they said yes. Or you just don't know you never know.

Ellis Ranson

It's so much better to regret doing it than come home and regret not.

Charlie Hedges

For sure and actually we need to put this podcast out and send it to Cat Deeley because maybe we can finally get her on! Right thank you so much for today honestly. We want to before you go we want to do like a 60-second Style Sprint with you if that's OK. Like a quickfire round.

Ellis Ranson

Brilliant.

Charlie Hedges

And we'll ask you as many questions as we possibly can.

Ellis Ranson

OK.

Charlie Hedges

Leather or denim?

Ellis Ranson

Denim.

Charlie Hedges

Cardigan or blazer?

Ellis Ranson

Blazer.

Charlie Hedges

Sunglasses indoors?

Ellis Ranson

No.

Bright colours or all black?

Ellis Ranson

Oh... bright colours.

Charlie Hedges

An ex, an now ex buys you a handbag that you absolutely love. Do you keep it or do you get rid of it?

Ellis Ranson

Keep it.

Charlie Hedges

High rise or low?

Ellis Ranson

High rise, I'm over 30, it's got to be a high rise!

Charlie Hedges

Linen or cotton?

Ellis Ranson

Ooh, cotton.

Charlie Hedges

Casual or formal?

Ellis Ranson

Formal.

Charlie Hedges

Tights or bare legs?

Ellis Ranson

Bare legs.

Charlie Hedges

Do you like Crocs?

Ellis Ranson

Mmm, yeah, they're all right.

Charlie Hedges

Crossbody bag or tote bag?

Ellis Ranson

Tote bag, I have a million.

Charlie Hedges

I know what you're gonna say for this, I think. Matching sets or mix and match?

Ellis Ranson

Matching sets.

Charlie Hedges

Hahaha! Cosy knitwear... oh that's it!

Ellis Ranson

For clients, I won't do matching sets. I try and mix it up!

Charlie Hedges

Oh I love you. Ellis, thank you so much for today. Honestly it's been so interesting chatting to you and like I said I've been following you online and I'm sure lots of people listening have as well and if they're not already then how do we find you online?

Ellis Ranson

Probably best Instagram, @ellisransonx.

Charlie Hedges

Thank you so much.

Ellis Ranson

Thank you so much. Thank you for having me. It's been so fun.

Charlie Hedges

Thank you again Ellis, you can find Ellis on Instagram @ellisransonx and you can find us @mywardmal on our socials or on our website at mywardmal.com and of course please make sure you subscribe, rate and review us on your chosen podcast platform.

So that's it, thanks so much again to Ellis and of course to all of you for listening.

Catch up soon. And until then, *My Wardrobe* is officially closed.