



daily imprint

inspiration.creativity.interviews

DESIGN PHOTOGRAPHY ART HOMES FASHION BOOKS BONDI

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THURSDAY, 20 JANUARY 2011

stylist tara sloggett



NATALIE WALTON

I am a writer and stylist - a visual storyteller - whose work has appeared in publications such as Elle Decoration UK, Living Etc, Australia's Harper's BAZAAR, House & Garden, Marie Claire, Country Style, Real Living and The Sydney Morning Herald.

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Interview highlights



the sartorialist's scott schuman





interior designer & author
india hicks



domino editor & author
deborah needleman



interior designer kelly
wearstler



stylist, shop owner &
author sibella court



A rest stop for inspiration

The Hotel Chelsea in New York tags itself as a "rest stop for rare individuals". Well, I hope this is what **Daily Imprint** becomes for you - a place to stop and get a hit of inspiration. As a journalist (most recently, deputy editor at one of Australia's best-selling interior magazines) as well as writer and stylist living in Sydney, I get to meet all sorts of amazing creative types - people who are pursuing their passion. They amaze me - I hope they inspire you too.



ART

BLOGS

One of my favourite homes from the current issue of



writer nikki gemmell



artist david bromley



fashion designer collette dinnigan



inside out editor & author karen mccartney

real living is the one that belongs to stylist Tara Sloggett. It's much like her work - and answers below - unpretentious, honest and quite a lot of fun. Tara worked for many years in London and now calls Cape Town home.

Which five words best describe you? Obsessive, hmm, wait! Wait!... impatient - but both in a good way, well, that's what I'd say, but when I get a bee in my bonnet, maybe it's best to leave me to get on with it! Honest. Loving. Surprising.

How did you get your career start and what path have you taken since? I first started working in magazines as the editorial assistant on Prima magazine in London at the tender age of 17. Not as glam, but it was a Devil wears Prada sort of position (but with a much nicer ed and thankfully no running in heels, although there was lots of running!!!) on a women's magazine and I got to experiment in different departments. Helping out the home department on a shoot **I discovered a natural talent for making not-so-great stuff look like you couldn't live without it!** Years of working on various home interest titles and a stint running an interiors décor boutique, I'm now freelance and love the freedom, variety and creativity that comes with being your own boss.

What's the best lesson you've learnt along the way? Hmmm, can I say two? Always keep your sense of humour, it's undoubtedly the one thing that has got me through tough times, and go with your gut, **if it doesn't feel right it probably isn't.**

What's your proudest career achievement? I'm not sure that there is really one achievement that sticks out. To me, it's my whole career. With no university education, (I went to work straight from school and although I laugh it off when conversations with friends or colleagues turn to "what did you study" or what "degree did you take", I have truthfully always felt a bit embarrassed about that) just several degrees in life experience, **I've worked my way up in a career that when I was at school I didn't even know existed!** I'm extremely lucky to make a living and live my life doing something I really love. Oh, and admittedly I was secretly chuffed at winning one of Crown Paints stylist of the year categories back in 2003. Problem was I'd decided to wear particularly high heels for the first time in ages and when the work they were describing sounded familiar I felt my heart start to race with terror, panicking about how the hell I was gonna get up those stairs to collect my award without doing an SJP and ended up not hearing any of the speech, I've always wondered what they said.

What's been your best decision? Getting on a plane September 2007 from London to Cape Town and never looking back.

BONDI

CHRISTMAS

CRAFT

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FASHION

FILM

FLORISTS

HOMES

ICONS

ILLUSTRATION

KIDS

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MAGAZINES

MUSIC

NEW YORK

PHOTOGRAPHY

REAL LIVING



stylist & author shannon fricke



director & vanity fair writer matt tyrnauer



fashion designer akira isogawa



dumbo feather publisher & founder kate bezar

Who inspires you? Friends. Not one in particular, but many. I'm surrounded by amazingly creative, inspiring, energetic beings, from all walks of life - career-obsessed never-stop-for-a-second singletons and smug (but deservedly so) marrieds, incredible working super-mums and superdads who even in their hectic lives always get their kids to school on time, hold down a full time job, always remember your birthday, look fantastic and have time to write a blog. Phew, now that's inspiring!

What are you passionate about? My home. Cape Town. Those closest to me. And coffee!

Which person, living or dead, would you most like to meet? Oh wow, this is one of those questions that you think will be easy to answer and that you'll say, "gosh, so many"... and then can't think of any.

What dream do you still want to fulfil? Without sounding like an old beauty pageant queen. I'd like to travel more. No, seriously, I especially want to come to your beautiful country, have a family if it's meant to be, publish a book (any Seinfeld fans out there - I still think the coffee table book about coffee books could work, don't you???!), be able to sit at a piano and play any request, but most of all, no matter what life throws my way, my dream is to feel wonderfully content with my lot. Oh and start reading and become a literary boffin. See below.

What are you reading? Well apart from the breeding piles of interior magazines, yes sounds like a cliché, but it's true, er (head hanging in shame) NOTHING. The intention is there, but never seem to get past the first few pages.

images courtesy of tara sloggett

POSTED BY NATALIE WALTON AT 6:00 AM

LABELS: HOMES, INTERIORS, MAGAZINES, STYLING

4 COMMENTS:



Annie@A View On Design said...

I just love that sign "work hard and be nice to people" - a slogan to live by!

20 JANUARY 2011 7:24 PM



erika said...

love her style! Loving the doilies & dough idea...

21 JANUARY 2011 6:15 AM



Exquisite Accessories said...

Now Tara is an inspiration & I definetly live by her words on that print! :)

22 JANUARY 2011 11:17 AM

SHOPS

SPECIAL: DESIGN*SPONGE

SPECIAL: NEW YORK

STYLING

THANK YOU

TRAVEL

WRITING

Blog archive

▶ 2012 (8)

▼ 2011 (193)

▶ December (12)

▶ November (17)

▶ October (15)

▶ September (14)

▶ August (18)

▶ July (15)

▶ June (18)

▶ May (16)

▶ April (16)

▶ March (17)

▶ February (16)

▼ January (19)

jewellery designer nga waiata

artist nathalie lete designer lauri elkins

happy australia day!

kate spade's deborah lloyd

how you can help

last day at real living

stylist tara sloggett

Sandy Naidu said...

Love the sign (about hard work and being nice) And also the table (on which some books & lamp are kept)
28 JANUARY 2011 6:32 AM

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real living editor deborah bibby



fashion designer marnie skillings



fashion designer lisa gorman



dinosaur designer & artist stephen ormandy

- ceramicist bridget bodenham
- fashion designer jamie blakey
- designers michael and tessa bautovich
- max kater's home
- wednesday giveaway!
- kids play day styling shoot
- jewellery designer natalia milosz-piekarska
- no chintz's chrissie jeffrey
- interior designer debra cronin
- textile designer shannon lamden
- welcome back...

- ▶ [2010 \(200\)](#)
- ▶ [2009 \(196\)](#)
- ▶ [2008 \(212\)](#)
- ▶ [2007 \(99\)](#)

Currently reading

- Absolutely Beautiful Things
- Babyccino Kids
- Dumbo feather
- Est
- Fine Little Day
- Folke
- Girl With A Satchel
- Inchmark Journal
- Inside Out
- Jacqui Lewis
- Lonny Magazine
- Maisonette
- Marcus Hay Fluff 'N' Stuff
- Milk Magazine
- Pooch
- Remodelista
- Shannon Fricke
- Style Me Romy
- taiKa
- The Crafty Minx
- The Happy Home
- The New Yorker
- The Style Tree

Tracie Ellis Design
Vanity Fair
Whole Lotta Lovely
Yellow Trace



interior stylist & author
megan morton



florist saskia havekes



fashion designer kirrily
johnston



photographer anson smart



fashion designer fleur
wood

MORE INTERVIEWS

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- architect, interior
designer & shopkeeper
ben pentreath
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- artist peter sharp
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- clare puckenham
- crafter jenny ryan
- crafter kelly doust
- designer alana waterson
- designer alice flynn
- designer christina
teresinski
- designer david trubridge
- designer emily wright

designer emmanuelle
flahault

designer julie palmer

designer julie patterson

designer kelly searl

designer laura baxter

designer lisa loxley

designer maria muniz-villa

designer megan park

designer natasha dumais

designer neisha crosland

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isogawa

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ramsay

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press

fashion designer collette
dinnigan

fashion designer emma
kaveney

fashion designer fleur
wood

fashion designer genevieve
smart

fashion designer kirrily
johnston

fashion designer kym
ellery

fashion designer leona
edmiston

fashion designer lisa
gorman

fashion designer marnie
skillings

fashion designer rachel
gilbert

fashion designer sarah
hardie

fashion designer yeojin
bae

fashion stylist katelyn
mooney

film maker kirsty de garis

film maker matt tyrnauer

florist kirsten strecker

graphic designer jayne
johnson

graphic designer jonathan
casciani

graphic designer matthew
squadrito

illustrator jane reiseger

illustrator kerrie hess

illustrator renee anne
baker

illustrator steve jenkins

interior designer betsy
burnham

interior designer blainey
north

interior designer brendan
wong

interior designer brian
flynn

interior designer india
hicks

interior designer jon
hutman

interior designer kelly
wearstler

interior designer paul
hecker

interior designer romaine
alwill

interior designer taryn
leibowitz

jewellery designer aaron
ruff

jewellery designer eleanor
ford

jewellery designer elke
kramer

jewellery designer julie
blyfield

jewellery designer
samantha wills

jewellery designers maja
rose and tess lloyd

landscape gardener

landscape gardener adam
jones

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francois ponthieux

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photographer amanda
mclauchlan

photographer anson smart

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waldron

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buxton

sara blake

shop owner abi crompton

shop owner antoine roset

shop owner anton assaad

shop owner bianca spiegel

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shop owner geoff clark

shop owner justine fahd

shop owner leanne carter
taylor

shop owner louise bell

shop owner michelle koop

shop owner phoebe gazal

shop owner sami johnson

shop owner sasha
titchkosky

shop owner tori dixon-
whittle

shop owners andrea duff
and robert schwamberg

stylist amanda mahoney

stylist andrea millar

stylist briar stanley

stylist carlos mota

stylist chantelle grady
stylist deborah mclean
stylist emma cassi
stylist heather nette king
stylist inez garcia
stylist kirsten bookalill
stylist lara hutton
stylist lucy weight
stylist paul hopper
stylist vanessa colyer tay
writer john boyne
writer katie wall
writer katrina meynink
writer miranda darling
writer ramona koval
writer susan orlean
writer susanna salk