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## Woman of style: Tina Corrado Fun and fabulous fashionista

Story and photos By Blair Eberhardt-Ladd

From a very young age, Tina Corrado, owner of Malvern's newest fashion hot spot *Posh Collections*, has had a passion for fashion. Since her first job in the industry at *La Petit Femme* in Haverford at the age of 15 she fell in love with fashion and she hasn't looked back. Few are fortunate to know so young what career path they are destined to take, but Tina has been among the lucky. With experience from sales to buying to personal shopping, Tina has gotten insight into many aspects of the fashion industry throughout her career. And with the close of last year, the newest door opened for Tina, and it has been the most exciting and fulfilling one yet. After a few months of planning, and years of dreaming, *Posh Collections* opened at 103 E. King Street in Malvern and the experience has been everything Tina hoped it would be. Maybe more.

### How did you first get involved in the fashion industry?

I've always had a passion for fashion. I started working in the fashion industry at a very young age and knew from the get-go that it was the business for me. I loved working on the sales floor and dressing women. My first job was at *La Petit Femme* in Haverford. A woman there took me under her wing and started taking me to New York to do buying with her. She helped get me into the mental frame of what it's really like working in this industry. I worked there for seven years. She truly was my mentor.

### What did you go on to study in college?

I went to Immaculata for fashion marketing. I did lots of internships, which gave me additional experience. I minored in business; I always knew one day

Tina Corrado of Devon looks posh and polished in this white v-neck Only Hearts top, black high-waisted pencil skirt by Black Halo and red beaded necklace by Pearl.

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# Woman of Style: Fun fashionista Tina Corrado

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I'd like to own my own store.

## And you've been involved in the fashion industry ever since?

I have been in the fashion industry for over a dozen years. I have worked up and down the Main Line in a variety of aspects in the industry. I've worked in sales, buying, visual merchandising, personal shopping, design, staffing and floor management. My fashion experience includes organizations like Bloomingdale's, La Petite Femme, Skirt and Hartstrings. At each location I took the time to absorb and excel in all areas of the industry before knowing that it was time to open Posh.

## How did you get involved in fashion consulting and personal shopping and what do they entail?

Fashion consulting is working with a trained eye and assisting women with purchasing the very best pieces and ensembles for them. We go shopping together and take a multitude of factors into consideration, such as comfort level, body type, lifestyle, upcoming events and personal preferences. It took years of working in the industry to develop a strong sense of fashion consulting, but once you have it, you never lose it.

Personal shopping was born after years of styling women and guiding them in successful dressing. I had numerous customers approach me and invite me into their home to help them with their closets. We would break apart their wardrobes and make one outfit into 10. It was a great way to show these women how to get tons of mileage and versatility from what they already had in addition to establishing what they lacked in their closets and could really use. Then of course I would help them find those lacked but desired pieces. It proved to be a very beneficial and successful endeavor.

## What made you decide to open a store of your own?

Opening a store has always been a dream of mine and I knew that it was only a matter of time before I took the leap. After years of gathering all the knowledge I needed and making sure I knew all the ins-and-outs of fashion retail then I knew it was time!

## How did you go about opening the store and how long did the process take?

I was fortunate that throughout my years spent in the industry I made a ton of great friends and contacts, so when I decided to open Posh I knew exactly where to go and who to work with. The process of opening a store is never easy but when you love what you do, I like to think that things start to fall into place and come together smoothly. It took me about three and a half months from Posh's conception to birth, and when the doors finally opened it was exactly what I had always wanted my store to be.

## Did you do this on your own? Do you work alone?

I did this all on my own, which I am happy about. I knew how I wanted it done and I didn't want to have to compromise anything. This of course equals more stress some days. I do have a few employees who help out when I need them to; I also just interviewed for part-time positions. But overall it's very important for me to be here so that I can cater to the customers. It's important that they get face time, and I love meeting them and being involved in the action.

## How would you describe your store?

Posh Collections is certainly an intimate shopping experience that offers women devoted customer service and guidance while they shop. For the shopping novice, we really work very closely with them to find the perfect match for their body types and day-to-day needs. For the customers with a discerning eye, we offer our honest advice and guidance along with providing them with the season's best styles, fabulous designers and of course a very posh selection of apparel and accessories. We also never forget that some women just like to browse so we keep a no-pressure but attentive ambiance in the store at all times.

## How has the experience been since opening day?

Since opening day, Posh Collections has truly been a pleasure. A dream come true and a well-needed site in Malvern. Our response has been overwhelming and great!

## What made you choose Malvern? Do you live in the area?

I knew when I began looking for the perfect location that I wanted to stay on the Main Line but I also wanted to be somewhere new and fresh. My husband and I live in Devon so we are just a short 10-minute drive into the shopping district of Malvern. Malvern is a wonderful and quaint town with a wide array of antique and home goods stores; however, Posh Collections has without a doubt filled a void in Malvern. The fashion niche that we occupy has been responded to with great enthusiasm from Malvern locals as well as many other Main Line neighboring towns. I looked at a ton of different places and decided on Malvern. I had a gut feeling about this place.

## How many hours do you spend weekly in the store?

Posh is my joy so I am here every day, all day! I spend at least 50 hours a week in the store in addition to any after hours in-home appointments that are scheduled. I also really like to keep the store looking fresh and at its best at all times, so as new merchandise rolls in frequently, I tend to spend many Sundays in the store re-merchandising the floor as well!

## How would you describe your personal style?

I have a love for polished and refined styles with a playful twist. I am always drawn towards a chic sophistication in my style but I never let myself get too serious either. Of course, I am always conscience and aware of new trends but I never let myself fall too deeply into them and I don't like to guide customers into ultra-trendy pieces either.

## Do you have a signature look?

My signature look is certainly mixing classic apparel with bold jewelry and fun accessories. I find that there is something very elegant about sleek and simple clothing with subtle and surprising details. On my days off you will most likely find me in a great pair of Paige jeans and a crisp collared white Robert Rodriguez blouse with fun sleeve detail and a great belt. At work you will see me in printed dresses from Trina Turk and textured tights with of course an armful of bangles!

## What do you think of how Main Liners dress?

I love that there is a wide range in the dressing styles of women on the Main Line. I enjoy seeing some ingenuity in how they dress. I think it's wonderful that many of the Main Liners always have a place to be and a new outfit to be worn.

## Where else do you like to shop?

I am a big handbag and shoe lover. Neiman Marcus has wonderful shoes but when I want something unique and special I go to Anokha in Spread Eagle Village for a spectacular array of the not so easy to find items. I also adore Malvern Saddlery on King Street. I always thought they were solely for the horse connoisseur but I was so wrong. I love their selection of Shearling coats. They offer custom options in the highest quality shearling outerwear!

## What is your biggest fashion splurge?

My biggest fashion splurge is my obsession with shoes. I can never resist buying amazing shoes of all kinds.

## What about your biggest steal?

I love that fashion jewelry can do so much for an outfit. It can make it or break it, so it is a great resource to build your outfits. While jewelry can definitely add a personal flare to an ensemble, I don't believe in spending a fortune on it. With that said, I have hand-picked really fabulous reasonably priced fashion jewelry from a multitude of different designers for Posh Collections: great decorative bangles, large bead necklaces, delicate layering necklaces, bold dangled earrings, as well as petite understated earrings, all under \$50.

## What about your biggest fashion pet peeve?

My biggest fashion pet peeve is an impeccably dressed woman with horrible shoes!

## Anything you wouldn't be caught dead in?

I would never be caught dead in spandex!

## Who makes your best-dressed list in the celebrity world?

That would have to be Jennifer Aniston. She always looks flawless and immaculately polished. Her wardrobe is crisp, fashionable and refined. She never looks like she is trying too hard but on the same note is incredibly chic and posh!

(At left) Tina Corrado of Devon is ready for spring in this yellow polka dot scoop neck Vince dress, turquoise necklace by Pearl and earrings from the Posh jewelry collection.

(Above right) Tina Corrado is dressed to impress in this Trina Turk brown and white patterned top, W.C.M. brown leather wrap around belt, James jeans, and earrings and cuff bracelet from the Posh jewelry collection.

