

ASK THE

EXPERT

gabriella lovazzano

Photography by Adam Meow | @adam._.meow



It's hard to define Gabriella Lovazzano as one singular, anecdotal identity. Growing up in the golden hills of Portola Valley, California, Lovazzano was surrounded by beauty — both externally (*hello*, it's the bay area) and internally. Being raised by creative architects, tech geniuses, and green thumbs — West Coasters who knew how to have a good time — shaped Lovazzano into who she is today. From a young age, she knew she was an artist; she just didn't know what medium she would choose.

After a year at University of Colorado Boulder, Lovazzano dropped out and returned to San Francisco to enroll in beauty school. It was there, for 10 years, that Lovazzano discovered herself and developed her various talents.

What's a typical day like for you?

Stuntin' is a habit. Literally. I try to stick with somewhat of a routine so I can make the most out of my time. When I don't have a super early call time, I start my day connecting my body with my mind by working out. This is important to me because the rest of the day requires countless hours on the phone, on the computer, sitting at a desk, standing, speed walking everywhere or in the car!

My routine depends on what I'm working on at the time. Let's say I was working on Open Color Magazine, an art publication that I'm the fashion editor and one of the journalist/content contributors for. These type of days you would find me again in front of my computer. But instead of emailing management, talent, designers or showrooms, I'm emailing artists I'm interested in. The emails going out and in are always very rewarding for me. It's a good feeling when you have made contact with a person you admire. Find my features on our website, weareopencolor.com. Every call and email I get determines my next move.

I see you went to a few different schools. What did you study?

At Boulder, I studied Art History for a year, though not much studying was done. I focused on my trade at the San Francisco Institute of Esthetics and Cosmetology and the City College of San Francisco. SFIEC was where I got an advanced education in cosmetology. CCSF is where I furthered my education in fashion and design. I studied apparel art, weaving, textiles and fashion illustration. Because of a good friend's recommendation, I took an intensive styling course offered by the School of Style. It was a helpful introduction to the business side of fashion styling and personal styling industry as well as a professional "Ah-ha!" moment.

Your branding/aesthetic is mysterious, sexy; almost otherworldly. What's led you to cultivate this vantage point?

Music has carried me through my life. It has fueled my desire for more experiences and adventures. I credit my style and aesthetic to music — all the places it's taken me, all the people I've met. I'm very fortunate to be living a very full life. I surround myself with people who have open minds. I've seen many sunrises, witnessed world phenomena, traveled to other dimensions and am always paying close attention to my surroundings.

Tell me about Ejects Collection.

Ejects Collection was another professional "Ah-ha!" moment for me. At the time of our creation, I had a couple of jewelry lines already. Knowing I was a designer, my friend approached me with two simple questions: "Can you make this mini-cassette tape into an earring? And would you wear it?" The answers were yes. From that day on, we combined our skills and now are the co-founders of Ejects Collection. Our most popular items are the mini-cassette tape earrings, the MiniDisc earrings, and the mini-cassette tape bolo ties. You can keep up with the brand on our Instagram [@ejectscollection](https://www.instagram.com/ejectscollection) and website ejectscollection.com.

Where do you draw inspiration from?

I see beauty and opportunity everywhere I go. Right now, I'm hyped on 1980s retro style. Memphis Design. Neon Lights. That fast life mentality. Sci-fi movies. The Japanese Illustrator Hajime Sorayama. I love grunge. I was a typical angst kid, listening to bands like Tool and Rage Against the Machine. I love the history of fashion and style; how current events changed the way people dress and express themselves. Every era has something unique to it. In my opinion, we're in a weird and exciting time right now as

a society. People have the freedom to express themselves more than ever; standing out is more acceptable in the workplace. Openness and acceptance are breaking the norms, and people are becoming way more creative with their style.

Biggest style icons you look up to?

You know I just love B. Akerlund. Her styling skills are next level, and she not only dresses her talent to the nines, but she is always so swagged out. She is amazing. I look forward to working with her and the other incredibly talented professionals she works with.

I also adore Karen O from the Yeah Yeah Yeahs. Her looks always make me smile. Her costume designer, Christian Joy, creates custom designs for Karen's stage performances. TLC always inspired me growing up as well. I was, and still am, so into their tomboy looks and oversized clothing. They proved that women can be sexy [even when they're] not wearing revealing, skin-tight clothing.

And then there was also No Doubt. I loved Gwen Stefani when she was grunge, and her music videos were always so well done. I for sure felt some type of way after watching them and would think, "I want to do that, I can do that, I will do that." And here I am styling artists, creative directing and working in the industry that always caught my attention.

Trend you can't wait to die out?

That sloppy ass '90s apparel. Not the fun '90s gear, but the \$300 "vintage" T-shirts that kids are so hyped on. Also natural colored striped clothes. Like "That 70s Show," but done by fast fashion labels? No thanks! But hey, if you feel cute in it and rock the look, I say yes. No style-shaming here. Do you all the time!