

**rita rago**  
**wardrobe stylist**

*biography*

As one of the fashion industry's top stylists, Rita Rago credits her fifteen years of work as a Buyer for helping launch her impressive career. Having worked at Ron Herman in Los Angeles, as her last retail buying job, she traveled all over the world seeing fashion trends, learning, and knowing all the top lines. There was truly no better education for her. Her experience led her to style. Rita fluidly translated her buying and merchandising sense into the world of styling and has been at it for the last decade.

Rita works hard, has a "can-do" attitude, and has no problem taking on a challenge. She is capable of taking every situation and making it happen. Whether she is dressing dozens of people on a commercial shoot or working one on one, she takes it all in stride. Her great range allows her to go from genre to genre, lifestyle, edgy, creative, and then onto personal work with celebrities. Rita enjoys doing it all.

There is no doubt she is at the forefront of the many leaders in the fashion industry, collaborating with the finest minds to create trends for today and tomorrow. She is often requested by photographers like Andrew McPherson, Martin Schoeller, Dan Winters, Michael Prince, Kate Powers, and Catherine Ledner for print advertising work. She has also worked with directors such as John Dolan, Joe Carnahan, and Sean Hanish and is proud to mention some of her advertising clients, including Four Seasons, Cadillac, Visa, Verizon, Gatorade, and State Farm.

Rita balances her acute sense of fashion and its forward limits with her professionalism and both progressive and creative intuition. Her fashion sense embodies the personality of each person she dresses. By understanding the comfort level of her clients, she allows them to optimize their looks through her method of style. This explains why she consistently works with classic beauties such as Cindy Crawford and Meg Ryan. And she has a history of dressing a number of male celebrities as well.

Even her most forward styling manages to keep one foot on the ground. Rita's talent lies in her keen awareness of the role of fashion in life. Whether she is working with models or designers, celebrities or visionaries, the bottom line is Rita always styles for people. Her work consistently relaxes into creative heights with ease and panache.