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WOMAN OF THE WEEK: ERIN NADLER

January 31, 2011 by Karolina Bialkowska



By Karolina Bialkowska

When I walked into the *Better Styled* office, a chic yet comfortable white haven, Erin Nadler's gracious attitude and simple décor immediately made me at ease despite the floor to ceiling mirrors. Being bombarded with reflected images from every angle - in full-length no less - could have made the most confident woman squeamish.

Erin - kind in her demeanour and full of candid conversation - offered solace, comfort, and imparted her fashion wisdom upon me. We started a conversation about Second Skin Yoga jeans (I was coincidentally wearing a pair - yes to an interview, I'm an artiste!) and she excitedly explained why her clients would love them for spring.

It's because of her ability to talk to women - to sympathize with their concerns, empathize with their experiences, and relate to their insecurities - that Erin has been such a resounding success. She carefully picks and chooses clothing from upcoming collections and brings it in to fit her clients' lifestyles. What an array of lifestyles they are: new moms, seasoned moms, professionals revamping their careers, professionals advancing their careers, women that just want to get out of their lulu lemons - the list goes on. They all have one thing in common, Erin. She helps women out of style-ruts, helps them feel younger, and most of all helps them feel better about themselves.

"I hate the whole skinny aspect of it [fashion]. I think women are so hard on themselves. They stand in front of the mirror here and look at themselves and there's this disconnect between what they see and what's reality," mused Erin when I inquired about her pet peeves. I knew there was a reason I liked her.

What she does with her business is more than just style women. Every day she accomplishes something amazing, she allows women to be themselves. "I interpret it for real women, make it adaptable, keep corporate women current but water it down, because runway isn't real life. I like working with Toronto's real women. Trends are pushed so much every season... but is it something you can do? That's where I come in. I navigate the trends and do what's right for their style, their image, and their body types."

Women come to her and they keep coming back. Erin has slowly built a safe haven from a scary world that bombards women with unrealistic ideals.

When asked how she got started in the fashion business, she replied in a humbled manner that it was her calling, "her family has always been in fashion. I grew up with it, that's what I loved and there was never anything else."

The interesting thing about Erin is that she works in an industry which embraces women. Women reign supreme in the fashion world, so Erin didn't experience the glass ceiling we hear about from entrepreneurs in other industries.

Erin does know that being a woman entrepreneur can be difficult without the right tools. Her mantra? "Make sure you think it through and you have a plan. Know what you love, and dedicate yourself to it. And dedicate yourself only to what you truly love, because if you get into it and you start it and you don't love it, you're in trouble." Most importantly, "support is the best thing to start with, have advisors, confidantes, people to help you, a network... my crazy supportive family helped me through everything," she gushes.

Do what you love and love what you do. Pretty simple.



Karolina Bialkowska

Hello! My name is Karolina and I am a brand -new intern! Aside from shining shoes and coffee runs, I hope to dazzle you all with my ability to wield words...

Speaking of simple, that's the name of the game for Spring 2011, in case you're wondering. Erin's parting words to me had some timeless fashion advice, "What I'm seeing is a lot of overdone over-styled women. The most iconic women are like Audrey Hepburn and Jackie-O: classic, beautiful fabrics, pulled together. Less is more. Don't do too many trends at once."

My closet and my wallet are relieved to hear that.

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