ME

BY MICHELLE GLICKSMAN | PHOTO BY DARRYLEE COHEN

LISA COLAW, STYLE GURU

Lisa Colaw is a big presence in Scottsdale. Her store at Scottsdale Quarter, Elan Style, is a popular place for fashionistas—something that Colaw loves since she feels that the best part of having her own store is, "Meeting my clients. They become my friends and I feel so lucky to have a business where I get to play dress-up with people and make them feel good about themselves."

Colaw describes her style as eclectic, and dresses to emphasize how she feels each day. One day you'll find her wearing a cowboy hat and jeans, while the next she's donning a flowered maxi dress.

"That is one great thing about my business," she says. "I have a GREAT excuse to wear whatever I want! It's like having my own 'get out of jail free' card!"

THE ONE THING YOU WOULD NEVER GUESS ABOUT MY CLOSET: My collection of vintage jackets and coats. Obviously, they don't get a lot of wear here, but I just can't resist them when I see them. **MY FAVORITE FASHION FIND EVER IS:** A pair of vintage Missoni pants that I have. They are from the '70s and are striped and whenever I wear them, I get compliments. They are just darn cool. **THE MISTAKE THAT I SEE PEOPLE MAKE WHEN THEY BUY CLOTHES IS:** Buying for the trends rather than their body. Everyone is different, so not every style does well for all people. You have to know your body and shape and buy accordingly. That is where someone in the biz can help. We know our inventory and see so many people that we really can help find the dress or pants or whatever that will flatter your shape. Also, stepping out of the box a bit and trying styles that are not your normal taste is a good thing. Sometimes you can find more freedom that way. **IF I COULD BRING ANY LOOK BACK INTO STYLE, IT WOULD BE:** Actually, I have an easier time saying what I DON'T want to see back in style! Shoulder pads and peplum skirts! But if I had to pick, I would say I really still like the draped silhouettes of the '40s. Super stylish, classy, and just elegant. That is a look that NEVER goes out of style.