Hello I’m Sidney Lora,

 A twenty two years old fashionista from NYC, that was born and raised in Brooklyn. Currently I am a senior at The New York College of Technology, where I will be obtaining a baccalaureate degree in The Business and Technology of Fashion.

From an early age living in a neighborhood like BedStuy, art has always been very prevalent, through mural graffiti artwork on the side of building walls, and movies like “Do The Right Thing by Spike Lee brought nostalgic thoughts that influenced me today. For as long as I can remember I have always been a fashion fanatic recreating and elevating my elder sister’s used clothes. My frugal parents values, geared me to become creative and make the most out of a small budget. Thrifting and consignment helped me to truly express myself through dress it brought me financial freedom while shopping.

During time of leisure some of my favorite hobbies include, visiting vintage store and searching for jewels in crowded racks. I get a thrill when I can rejuvenate a piece that some would consider old. Repurposing an item for multiple outfits and assimilating it to look as new as possible is really one of talents. Also consulting my friends and clients on outfit building and styling advice is something I do during leisure. I help my cohorts with taking control of their wardrobe and figure out what method works best for them while getting dressed. I consider myself a closet fairy!

My personal style really fluctuates from chic to grungy to punk to preppy to comfy depending on the day and event. I really thrive off of customizing retro pieces and elevating them to look expensive and on trend. Although I am a college student on a budget I love to appear the complete opposite. Unfortunately this world is so judgmental, that we unconsciously treat people according to the way they appear in dress, so I make it a priority to dress as who I aspire to be, so that I can be addressed appropriately.