



Tell us about your wardrobe. The room itself is the story. I got married last November and my husband built me the room as a wedding gift, a gift of great love that is really pretty much for me. My room is long and rectangular – it has a shoe wall on one side and clothes on the other. I feel like I could have a whole houseful of wardrobe and still want more space, I don't need more space – we designed the configuration from scratch and it is pretty perfect for my needs.

Is Joel's clothing in the same area? No, he is banished to a different area of the house! We converted our third bedroom into a wardrobe, so I have the space. We had a built-in wardrobe in the bedroom, so he had no trouble taking over the other half of what I had before. I suspect his wardrobe is expanding as well. He is a bit of a CrossFit fanatic and his gym wardrobe is growing at a rapid rate. I dare not look.

Accessories? I like big statement accessories and try to invest more in classic-cut clothes, such as a tailored jacket or little black dress and then style up the outfit with big bright statement pieces or a bag or a statement necklace.

Do you think of the whole look? I usually start with my shoes and figure out what I want to wear from the ground up. I have some prints, but I really do like bright bold colours.

Tell us about your blog. I started it at the beginning of the year as a bit of a focus on style and beauty, but it quickly became apparent that my readers' interests extended beyond looking good and feeling great. So it made sense to extend the blog as well and we brought in categories – "Womankind" and "Career" – so it is an all-encompassing lifestyle blog now for women, particularly those who are quite ambitious.

INSIDE MY WARDROBE

Blogger Andrea Smith, 29, lives at Carina with husband Joel, 31, and Archie the schnoodle

How do you find content for the blog? I have never found that difficult. I really love writing and celebrating women who have done great things – they are among my favourite topics.

What is the demographic? Most are women from 20-40, many of whom are working, rather than stay-at-home mums. I don't have kids myself, so there is not much of a parenting focus, but that doesn't rule anybody out.

How many pairs of shoes do you have? About 130 I think. Plenty of people don't get it! I am a terrible hoarder. One of my favourites is a pair of Kate Spade flats – they are like little

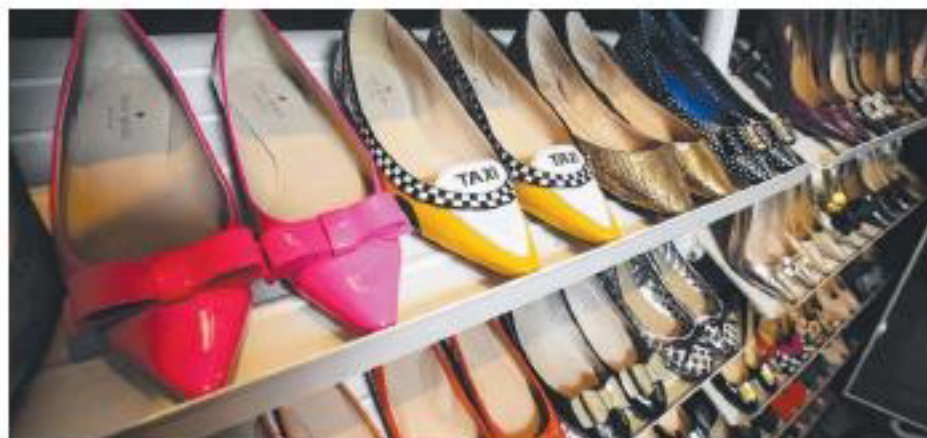
taxis and designed to be very cute and quirky.

What other accessories are you drawn to? I like really bright coloured bags – I have a couple of hot pink bags, a couple of red bags. I change my bags pretty regularly depending on what I am wearing. It would be far too easy to just carry the same bag all the time.

What can't you stop buying? Knee-length black dresses. I reckon I have about 40. It just keeps going and going and going. They are entirely versatile though! I have just changed my wardrobe to have a section of pre-styled outfits ready to go.

How do you shop? Online or instore? Both! I love shopping; it is my favourite thing to do. Nothing gives me more pleasure than going to Westfield and going into the stores and seeing everything that is out there. After travelling to the US a couple of times, I was devastated to see what a small selection we have here and the price difference. So I formed a good relationship with some online stores and bring gear out from the States now too.

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Wedding gift: Andrea Smith's husband built a specially designed room for her wardrobe and she relishes its space for her clothes and accessories. Pictures: Anthony Weate