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She's Got Style: An Interview With Beyond Boston Chic's Martini Severin

Posted By [Megan Johnson](#) On August 13, 2009 @ 6:50 pm In [Featured](#), [Lifestyle](#), [Spotlight](#), [Uncategorized](#) | [2 Comments](#)



How does one describe Boston style? We recently caught up with born and bred Cantabrigian Martini Severin to discuss the topic. A Harvard graduate student by day, Martini's blog [Beyond Boston Chic](#) ^[2] is stocked with photographs of street style taken across Boston and abroad.

Where do you shop in Boston? I really don't judge. I wear hand me downs, but I also shop at H&M, flea markets, vintage shops, and Newbury St. And then sometimes I will go really high end.

Who are your fashion icons? It really depends on my mood. Currently, I love Catherine Deneuve. *The Umbrellas of Cherbourg*. It's such a cool musical. Giovanni Battaglia, she can wear anything! I always like to look to everyday people for their style. I can interpret it in a way that will work for my body.

Do you think Boston has a particular sense of style? I think that we're getting there. I've noticed that a lot of areas have their own style. Beacon Hill seems to be preppy, Somerville is crunchy-funky. Each neighborhood has its own voice. Sometimes you have to sift through to find what's really good.

What's your favorite neighborhood in the city to photograph? I like to go to Newbury Street, and just wait for something to happen. I want to expand out to western Massachusetts, New Bedford, and Melrose.

What/who are your favorite brands and designers? I really shop anywhere. I love Second Time Around, I got an amazing Armani jacket there. But in terms of silhouettes, I love Chloe Fall 09. I take cutes from what I want to wear for fall, I love Lanvin, Dries Van Noten, Prada, Payless, The Gap, American Apparel, LLBean. Anything and everything!

What inspired you to create a blog about Boston fashion? Well I noticed there were a lot of street style blogs, but there wasn't one for Boston. I think we're really hampered by weather. And by cobblestones! They will destroy your shoes! But Boston is really beautiful. It's a college town. I want to be able to capture this, and document it.

What websites do you visit obsessively? New York Times, Boston Globe, The Sartorialist, Garance Dore, Dreamecho, New Brahmin, Bostonista, and cooking blogs.

When did your love of fashion begin? I used to watch my aunts and grandmother dress for church. And from classic movies starring Ginger Rogers and Bette Davis. *Sex and the City* really pushed me to think about clothes differently, and to be less concerned with rules. And of course *Mad Men* and *The Devil Wears Prada*. Also through photography. A few years ago there was a Herb Ritts show at the Museum of Fine Arts, and it just really taught me about human body and composition. Also, I lived in France, where you don't leave the house in pajama pants.

What trend can't you stand? It's not so much of trends, but I can't stand when people wear things that aren't made for their bodies. It makes me sad. I took the time to understand. I had to learn to dress the body I have, not the one I want.

What do you wish you saw more of? Clothes that are well fitted for their bodies. And accessories! Bangles, earrings bracelets.

What is Boston fashion missing? Adventure! Wearing something unexpected.

What basics should all women have in their wardrobe? There really is something to say about that little black dress. Have one for evening, and one for day. Wear it with tights and a sweater. I can change things up, I can accessorize. Also, a white button down shirt. A white tee, a pair of fun flat shoes in another color besides black and brown.

What do you splurge on? An everyday bag. For some people it's a coat, or shoes. But having a good bag is important.

Any tips for girls on a shoestring budget? Don't splurge on trend. A trend comes and goes. Splurge on leather goods, a good pair of shoes, or a bag. And splurge on a tailor! Get things fitted to your body.

Any fashions that must immediately be weeded out of a significant other's closet? Anything that doesn't fit. Is the jacket too big in the shoulders? Is it hitting you at the right place? Depending on what your body type is, your clothes have to be bought for that body. Also, athletic sneakers should be worn only at the gym.

Click here to visit Martini's website, [Beyond Boston Chic](#) [3].

A contributing writer for DirectoryofBoston.com, Megan Johnson is originally from Connecticut, but has lived in Boston since age 18. She regularly writes for MenuPages Boston, Butterfly Diary, SweetTalk on the Spot, and Reinventing Beauty Magazine. You can visit her website at www.meganjohnson.tumblr.com [4].

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