

STACEY “TODD” FELDMAN

Stacey Feldman is a fashion designer and owner of Stacy Todd, a carefully curated boutique for women with a refined sense of style, located in Los Angeles, CA.

Born and raised in the Hollywood Hills, Stacey has fashion in her blood. Daughter of designer Norman “Todd” Ruta—responsible for the iconic outfits donned by Mary Tyler Moore and seen by millions of impressionable young women—there was never a question of what she was going to do with her life. “I remember being really little and sitting on my dad’s lap, helping him pick out color swatches,” she explains. “I loved it. I never thought of doing anything else.”

With some pretty big shoes to fill, Stacey headed to NYC to stake her own claim in the fashion industry. While moonlighting as a student at the Fashion Institute of Technology, Stacey was gaining real-life experience on the ground floor in her father’s Broadway showroom. “I worked there during the day and went to school at night,” she says. “In this business, work experience is everything. From shipping, to manufacturing, to customer service: anything you can learn about [the fashion] industry is going to help you do what you do better.”

After graduating from FIT with a degree in buying and merchandising, she was ready to take Manhattan by storm. But on one fated trip back home to sunny Southern California, Stacy met her husband-to-be and decided to return to LA and put down some roots. Father and daughter reunited, the duo co-created Todd & Co, a contemporary spin on the already established Norman Todd brand. In 1992, her father retired, and Stacey focused her attention on her new role as a mother to daughters Erynn and Kyle.

Despite the many responsibilities of motherhood, Stacey still found time to design. Over the next several years, she developed not one, but two children’s clothing lines: ELF and Tot Couture. After her children were (nearly) grown, she knew it was finally time to pursue the one goal she’d actually envisioned all along: opening her own store. “I was kind of put in this position of manufacturing and design because of my dad,” she explains. “But in the back of my mind, I always wanted a retail store.” In 2000, her dream became a reality with the opening of Stacey Todd in Studio City, CA.

The boutique immediately garnered a great deal of buzz, as word of mouth spread across the city and celebrities began to make their way to the Valley to discover Stacey’s unique twist on classic looks. Sophisticated but current, the

carefully curated items that find their way onto the boutique shelves are an obvious reflection of Stacey's personal style. "As a woman, you can wear whatever you want," she proclaims. You don't have to conform. You can be really feminine and really pretty without being girly." From Miley Cyrus to Sandra Bullock, some of LA's most famous fashionistas seem to agree. And with that kind of star power, it was only a matter of time before demand grew for another location.

"People would constantly ask me when I was going to open a store in the city," she explains, "but it wasn't something I had really thought about." In fact, it was the location itself that inspired her to take another leap, and to stand face-to-face with some of the world's most recognizable storefronts. A former West Hollywood art gallery, set back from the street and facing a small courtyard, it was too perfect to pass up. "Sometimes you find the place first," she admits. "As soon as I saw it, I knew it was the right time."

With the help of her daughter Erynn, who studied fashion at NYU and is quickly following in her mother's footsteps, the West Hollywood location is set to open in early August, 2013. While neither store features any of their own designs, the mother-daughter duo already have plans for a future collection to appear under the Stacey Todd label, continuing a valuable tradition in one of the world's most fashionable families.

ABOUT STACEY TODD BOUTIQUE

Stacey Todd is a high-end boutique of carefully curated clothing for women with a refined sense of style. In addition to many exclusive pieces from some of the world's top designers, as well as an incredible collection of denim, the Stacey Todd Boutique features a unique assortment of home and lifestyle products such as candles, coffee table books, and casual beachwear. A favorite among some of Hollywood's most famous fashionista's, celebrity clientele includes Sandra Bullock, Miley Cyrus, Rachel Bilson, Kristen Wiig, Allison Janney, and more.

The first of two locations, the Studio City boutique opened in 2000, and is located at 13025 Ventura Blvd. The new addition, set to open in early August, 2013, will be located at 454 N. Robertson Blvd., West Hollywood, CA.