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## Interviews



The Murr Couple on the Sofa

# True Love Meets the Fashion

Mirror mirror on the wall who is the fairest one of all? You are! "Women need to stop losing time thinking about what is wrong with them and acknowledge the positives," exclaimed Antonio Murr over lunch in Milan on Tuesday afternoon while seated next to his styling partner, his wife. If you are not familiar with the talented, loving, & energetic duo then I am pleased to introduce you to Roberta & Antonio Murr. This dynamic twosome has been creating dreams in the fashion world for about 15 years together! Before I tell you all about their techniques, styling tips and fashion views let me dish about their expanding business. [MARSTUDIO](#) is the name of their intimate [Fashion Consulting](#) firm in Milan, which not only styles celebrities, but offers the services of personal shopping. After chatting with these two for ten minutes you will be so in intoxicated with their philosophy you will beg them to be a client. Next achievement is having two hit television shows: Buccia di Banana & L'Amurr , which are successful styling shows in Italy. Call now for a spot on the show because 7,000 women are in line ahead of you. At least I know where to find a personal assistance

job. But the list does not stop there because now their real dreams are coming true, a women's clothing line called [Giovanni Grillotti](#). During Kazakhstan Fashion Week, in Russia, this fresh line will debut for the first time as a RTW. Antonio and Roberta, who finish each other's sentences, both told me that dreams come true if you believe in yourself and your mission and this is the case. Stay tuned and hopefully we will see them for NYC Fashion Week in the future.



#### Murr AW 2011 Womenswear Collection

From Milan, to L.A. to New York and back to Milan their true passion is simply giving love to women. Women walk into their lives for wardrobe changes and receive a changed attitude about themselves.



#### Murr AW 2011 Womenswear Collection

"Before they can get this external look desired they need to know their soul and learn to love themselves," explained the pair. "We start in the closet and literally hold up

items and demand to know- Why did you buy this? Really? This does not fit your body type." And the women quickly realize they have been lying to themselves for years and have been covering up their striking curves. A tranquil and beautiful interaction takes place when the woman finally realizes she is gorgeous and has the goods to strut her stuff and all end in blissful tears. As one client described once afterwards, "we thought the program was about a look but these two take you upside down & we ladies leave refreshed." I asked how they conduct fashion research and I about got in the car with them to witness but I had to get to class. So on any old afternoon from a secret spot in the street they watch women, sad, lost and unloved women pass by and think if only she realized her potential.

I asked Roberta what is her it accessory? "Hands down always high heels because without heels a women's true femininity won't come out to play."

Currently, who is your favorite [fashion icon](#)?

"I love Dita von Teese because she is so past but future. But of course Lady Gaga is a remarkable woman," stated Roberta

How were the celebrity clients in the past?

"We start as stylists and end as life/fashion coaches. We loved L.A. and are famous on Rodeo Drive, whenever we are back the store managers come dashing out & wave," gasps Antonio.

When asked why they do all this? This fabulous couple say, "We give love and receive love while others do this for money but we do it for love."



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Interview by Celine Fitzgerald.

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