





## CLASSIC ACT PLATALE PLOOMINGDALE

Natalie Bloomingdale doesn't simply store clothes in the closets of her Bel-Air home. It's more a matter of cataloging the contents-by color and by type (swimwear in one closet; jackets in another; dresses in the master wallvin). Most tellingly, Bloomingdale, 32, also organizes by obsession: A row of Diana Dean by Julius Lonschein-designed cultum reveals one of her latest fixations. "I bought one in every color I could find and then set up a Google alert for others," says the Texasborn fashionista, who has a particular penchant for what she calls "ladylike, polished" pieces from the '50s and '60s as well as sartorial scene-stealers like a beaded Valentino couture fur piece made for Liza Minnelli. "My closets are where I store memories," she says of items like vintage sweater sets from her late Texas grandmother, custom cowboy boots, Native American-made tunquoise jewelry and Brazilian handlaced shawls. "I can tell you a story about every piece I own.

However, Bloomingdale does more than simply collect clothes. The granddaughter-in-law of the late fashion ionn Betsy Bloomingdale is also the founder of The SIL ("Staff ILiko") shopthesiLoom), a hypercurated digital supdate on the traditional department store. "Everything on The SIL is an exclusive," says the fashion purveyor, who has made it her mission to champion independent designers like Tish Cox, Molly Moorkamp and LA-based Keehin Deutch. "The always been drawn to one-off pieces. If you get a piece from The SIL, you won't be able to find it anywhere else online." Bloomingdale personally best-drives each SIL shop piece below organizing them with Devey Decimal precision in one-of her appointed closets. "Some people are obsessed with baseball stats; clothes are where my mind goes."





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