

W



Reformation's Yael Aflalo is Very Tall and Don't You Forget It

That's why you'll never find her in really, really girly dresses. Not that there's anything wrong with that!

January 15, 2016 12:26 PM | by [Emilia Petrarca](#)

Yael Aflalo, eminently cool founder of the of cult-favorite fashion label **Reformation**, has managed to build an eco-friendly, affordable essentials empire in just a short six years. Rihanna and Karlie Kloss are fans. The secret to her success? Aflalo has taken her personal Los Angeles cool-girl style, which revolves around vintage Levi's, vegan leather jackets, and body-hugging basics, and translated it for the masses. Today, you won't find yourself at a New York holiday party without a gaggle of girls dressed in plunging velvet necklines or a gingham romper and that's all thanks to her and the hold her store has on young women's imagination.

Occupation: Founder and chief executive of **Reformation**

Three words that describe your style: Effortless. Feminine. Short.

Daily uniform: A Reformation dress and a great pair of shoes or vintage jeans, a Reformation tee, and a leather jacket.

Preferred footwear: Flats, because I'm already so tall.

Finishing touches: A men's vintage watch.

Nighttime look: Low and loose.

Style icons/inspirations: Bianca Jagger

Best recent discovery: Kari Gran Lip Whip

Favorite stores: Whole Foods and Net-a-Porter



Photo by Celeste Slomon.

<http://www.wmagazine.com/fashion/2016/01/reformations-yael-aflalo-style-notes-la-fashion/photos/?%2F%2F/>