

INTERVIEW

FASHION BLOGGER CASSANDRA LIU

12th of April, 2014

Cassandra Liu is the founder and the voice behind the fashion blog Wear2day!

Wear2day is a blog about fashion and style, a place where you can find useful tips and ideas on how to mix different styles of clothes.

For us, Wear2day is a source of inspiration and a spot where we can literally relax and enjoy Cassandra's sense of style and her cool outfits.

Fashion blogger Cassandra Liu gave us an exclusive interview about Wear2day project and also about some other personal matters.

We take this opportunity to officially thank Cassandra for her time, and we would like to wish her good luck in all her endeavours!

Civilizația: Hi Cassandra, could you start by telling us a bit about yourself?

Cassandra Liu: I was born and raised in Malaysia; been living, studying and working in United State for the last 10 years; met my Romanian husband in the state and just move to Bucharest about 6 months ago. I started my love affair with clothes since I was a kid because my mom was a great designer and tailor for a Royal Family in Malaysia. Seeing her making beautiful dresses makes me a picky little girl when it comes to clothes.

C: How did you get started blogging? What are your aspirations for your blog and web presence?

C.L.: I always love to discuss and share my styling ideas with friends but starting a fashion blog was never crossed my mind until I started to find out that my tips and advises are always appreciated and been taken

serious by friends; also once in a while some strangers will come to me and ask about my outfits and that makes me realized that I really want to express my thought about fashion, and share my obsession with all things fashionable with anyone who love about fashion too. I hope my blog reaches people who share the same passion with me and will become one of the platforms they come and get some inspiration.

C: Where do you find your inspiration for your posts?

C.L.: I love to read fashion magazines and other fashionista's blog. Most of the magazines I read are online and through there I learn about the latest trends and tips. I also read a lot of different blogs everyday no matter if they have the same sense of style with mine or different. Through there I can usually find a lot of inspirations.

C: I absolutely love your sense of style. How would you describe it?

C.L.: It's hard to specifically say what is my style because I love to try everything and anything looks good but "Mix and Match" is something I would say whenever someone ask me this question. I like to mix feminine with masculine, soft with bold, edgy with sweet, classy and elegant with fun and flirty and etc. I also like to play with colour, matching or mixing, as long as it looks good, I'll wear it.

C: Do you have any fashion rules when putting an outfit together? Have you got any tips to share with us please?

C.L.: My fashion rules are simple, I don't wear something that I don't like but others love; and I won't wear something I know do not looks good on me but gorgeous on the model in the magazine.

It's true that fashion has no rules, but it doesn't mean there are no rules when it comes to styling. Balancing is very important. For example, showing too much skin might be sexy but not fashionable; show only a decent amount of skin like a backless long dress or cropped top with

skinny jeans are even sexier and absolutely stylish. Knowing your body is the best tool when it comes to putting on an outfit together.

C: Who are your fashion icons?

C.L.: My fashion icons are Victoria Beckham and Anna Wintour. I don't just love their sense of style but I also love how success they are in the world of fashion.

C: What fashion item do you think will be big this summer?

C.L.: Flat shoes. As much as I love heels and wear them most of the time, I have to admit that the flat shoes will be one of the fashionable item this Spring/Summer. From pastel colour stripes flat sandals to candy colour lace-up sneakers, your feet can finally breathe a sign of relief this season.

C: What's your most favourite store, boutique in BUCHAREST?

C.L.: I'm still pretty new to Bucharest and honestly I haven't had a chance to explore around the boutiques in the city. I still shop a lot at my favourite US online stores and when I go shopping I usually go to Zara. It has been one of my favourite boutiques for a long time and I absolutely love it.

C: What is a typical day in your life?

C.L.: Since I haven't started to work in Romania, my typical day for now is pretty relax and easy. I spend a lot of time everyday reading online magazines and blogs as well as sending and replying emails with clients and a few companies I collaborate with on my blog. Hubby and I will be having a wedding next year in Malaysia and I'm also busying planning the wedding from thousand miles away. It is quite a challenge!

C: When are you happiest?

C.L.: I'm always in very good mood when I'm working on putting outfits together and working on anything about fashion. But the happiest time has to be when I'm shopping. I know it sounds like I'm a shopaholic but I can really forget about any stress and unhappy thought while I'm trying out new clothes.

C: Any fashion bloggers that you admire?

C.L.: Kristina Bazan from Kayture, Blair Eadie from Atlantic-Pacific, and Aimee Song from Song of Style. They are all very successful in blogging and I absolutely adore their sense of style.

C: What is the biggest challenge about fashion blogging?

C.L.: I really enjoy blogging and drowning myself in the fashion world; therefore I don't feel much challenge while blogging. The only challenging part is that since my husband is my photographer and he works full time now, we are not able to do outfit photography as much as I would like to.

C: Any piece of advice for new Fashion bloggers?

C.L.: Go ahead and start one if you really feel like sharing your ideas and thoughts with others. Be creative and stay true to yourself and your own style. Everyone has a unique style even though the general idea of style is the same. The best way to make others notice about you and your looks is to always add your personality into anything you wear. Of course, patience is the key to make you blog happily.

You can follow Cassandra's journey online:

Blog <http://www.wear2day.com>
Lookbook <http://lookbook.nu/cassandraniu>
Facebook <https://www.facebook.com/Wear2day>
Instagram <http://instagram.com/wear2day#>
Bloglovin <http://www.bloglovin.com/en/blog/3886657>

You can also follow Civilizația Magazine:

Web www.civilizatia.ro
Facebook www.facebook.com/civilizatia