

Clockwise from top:
Danielle Haim, Grice,
Alana Haim and Este Haim
photographed July 7 at
Root NYC in New York.

Style • SPOTLIGHT

'The Fourth Haim Sister'

When it comes to their utterly cool refined-rocker style, the power-pop trio calls upon stylist Rebecca Grice

BY SHARON STEEL
PHOTOGRAPHED BY MILLER MOBLEY

WHEN IT'S MIDNIGHT IN Los Angeles and **Alana Haim** finds herself about to purchase something impulsively online — a pair of Acne pistol boots or a maybe a piece from the new Saint Laurent collection — she never makes a final decision without first texting Brooklyn-based stylist **Rebecca Grice**. “The time difference can be bad, because it will be 3 a.m. her time,” says Alana, 23. “But I definitely won’t buy anything expensive without her approval.”

For the past two years, starting with the album cover for **Haim**'s 2013 *Days Are Gone*, Grice, 33, has been the quiet force behind the indie power-pop band's '70s-inspired

Danielle wears an Equipment shirt and Chloé necktie. Grice wears a Chapel Patrick shirt and Jean Paul Gaultier pants. Alana wears an Acne jacket, Alexander Wang skirt and Lynn Ban rings. Este wears a Chloé dress and Lynn Ban rings.

For an exclusive interview of the girls dishing on the closet they would most love to raid, go to Billboard.com or Billboard.com/ipad.

“We grew up loving fashion and following it. When we started working with Rebecca, it was like, ‘Oh! That makes sense.’ We have the same sensibilities.” —Danielle Haim

aesthetic, which all at once channels **Stevie Nicks’** gypsy spirit and **Debbie Harry’s** badass attitude. In the process, she has become, as bassist **Este Haim**, 29, puts it: “the fourth Haim sister.”

Over iced coffee at The West Brooklyn, Grice is coy about how she came to style one of music’s most enviably cool female-fronted bands — or even what exactly led her to a career in fashion. On the record, though, is her stint as an assistant to **Mel Ottenberg**, **Rihanna’s** stylist.

“I was there for Mel’s first job with her, and it was just *on*,” recalls Grice, who traveled the world as part of their creative team. Three years ago she spent her 30th birthday, for instance, karaokeing with the star in Tokyo after the premiere of *Battleship* wrapped. “I’m not one to really publicize my birthday,” notes Grice. “But it accidentally slipped out.”

Unlike contemporaries, who despite toiling behind the scenes have found their own way into the spotlight (**Rachel Zoe**, **Kate Young** and **Ilaria Urbinati**, to name a few), Grice has no desire to be “known” and prefers instead to focus on her relationship with “the girls.” From her perspective, she’s just there to help them tell their stories — in between “bro-ing down and talking about boys” during fittings.

The band Haim, which earlier this year opened for pal **Taylor Swift’s** 1989 Tour, was Grice’s first solo client, and it was through the group that she was introduced to **Lorde**,



1 The album cover for *Days Are Gone*, which marked the first time Haim worked with Grice.

2 Lorde in Anthony Vaccarello for her *Saturday Night Live* performance in November.

3 From left: Este, Danielle and Alana Haim at the 2015 Grammys. “Judgment can get cloudy, and having Rebecca as our leader was very calming,” says Este.

for whom she styled the 2013 “Team” video and has worked with ever since. “She loves a good suit, something a little bit wicked and a bit evil,” says Grice, who upped the ante on Lorde’s tour with a series of custom looks by **Alexander Wang** and Chloé, which creative director **Clare Waight Keller** notes “channeled Lorde’s strength and power onstage, but at the same time evoked a sensual femininity.”

“I can’t emphasize enough how it’s a collaboration,” says Grice, who grew up in Southern California. “Because if I was a musician and played in front of a million people, I’d want to wear what I want, but a dooper version of that.”

Lead vocalist/guitarist **Danielle Haim**, 26,

also points to the harmonious quality of their relationship. “We grew up loving fashion and following it. When we started working with Rebecca, it was like, ‘Oh! That makes sense.’ We have the same sensibilities.”

At the 2015 Grammy Awards, for which Haim was nominated for best new artist, the band wore a mix of Chloé and **Stella McCartney** in a crisp black-and-white palette. “There was a sense of ease,” says Grice. “They looked clean and cool and chic.”

Alana recalls the event as one of the most epic experiences of her life. “I felt super beautiful that day,” she says. “It’s weird to say you feel beautiful, but I actually felt like I was going to prom again. It was how I guess I might feel on my wedding day ... one day.”

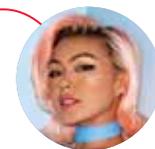
OTHER ‘INDIE’ STYLISTS MAKING BOLD MOVES

These under-the-radar but highly collaborative partnerships are yielding some of music’s most jaw-dropping on- and offstage fashion moments



Karen Clarkson

As the exclusive stylist for **FKA Twigs**, Clarkson collaborates on looks that balance strength and femininity, like the iconic “Birds of Paradise” gown from **Alexander McQueen’s** spring/summer 2008 collection that the singer wore in March (left). “It’s not like we have to get someone from the record label to approve what she’s wearing,” says Clarkson, who also co-created the vintage archive Found & Vision in London. “When you have the freedom that we have, no one would dare to question what we’ve done.”



Soki Mak

The London- and Los Angeles-based stylist who attended Central Saint Martins prides herself on a “hyper-real, erotic and bold [aesthetic]. It’s not about fashion. It’s about art and the mood,” says Mak. “The only musicians who approach me are the ones who have the guts to hand over the job to me. They trust my vision and are never scared to try what I come up with.” Among her clientele are **Perfume Genius** and **Marina & The Diamonds’ Marina Diamandis** (left), whose custom tour looks include a sparkle-heavy Michael Costello jumpsuit. —S.S.