

TIFFANY PRATT

colourful beyond question



Q On your website you describe yourself as a stylist and designer who sees the world through heart-shaped, rose-coloured glasses. How would you describe your occupation, and how does your perspective in life affect your career?

A I would not describe my work as an occupation so much as a passion for and deep dedication to what I love. Every day I am involved in an array of styling or designing projects that all vary in type and duration. Each of my projects calls on my many skill sets in fashion, interiors, craft and art. I would say that I view each day as a colourful gift. With this grateful and enthusiastic heart, I have been able to attract amazing clients, incredible projects and outstanding opportunities. This state of mind has shaped how I live each day, how my clients feel when we are together and their joy at the beautiful things we create.

Q You have an extremely creative career that allows you to do so many different things. From styling a person, to art directing an event, to helping a bride plan her wedding, you have an uncommon career path. What is your background and what led you to where you are now?

A My career background began in fashion and then just exploded as I became interested in more than just clothing. I wanted my hands in everything so that I could learn how to create the life that I imagined for myself. I renovated a home, planned my sister's wedding and taught art—to name a few early events that started this party. Now, years later, I'm able to help people in whatever arena they need it. All my skill sets are like colours on a palette and I get to mix them when I am called to do so. It is all connected somehow and one informs the other. If I get to be highly creative and inspire others then I will always say yes to what presents itself.

Q You once said that hot pink is your favourite colour. Why is this? Are there any specific memories that come to mind when you think of hot pink?

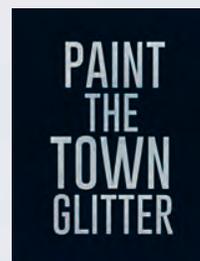
A I am a pink person. I always have been and always will be. When I see something in hot pink it makes my heart race. I relate to it. It makes me feel happy, comforted, inspired and at home. I cannot think of an isolated moment when pink first came in and swept me off my feet. All I know is that it is the colour of my heart and I want to see it all the time.



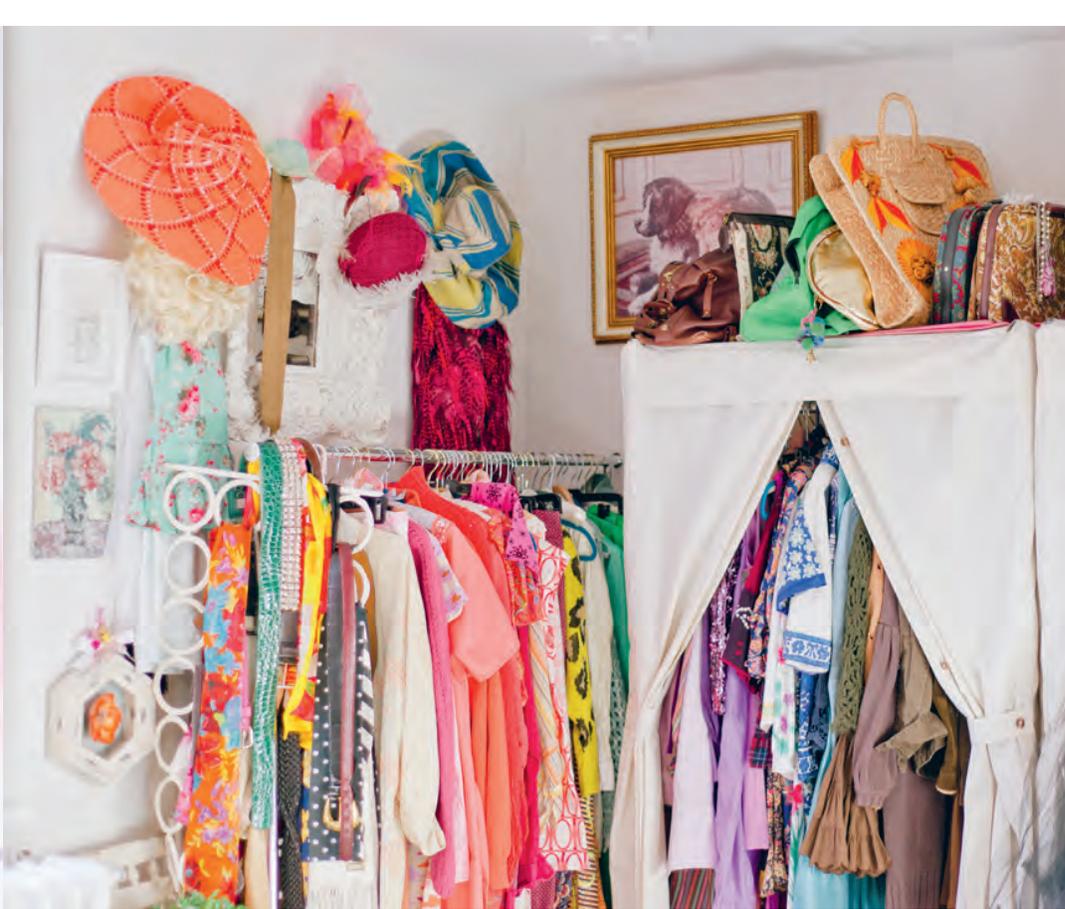
Known for her neon orange hair and enthusiastic, bouncy outlook on life, Toronto-based stylist Tiffany Pratt has created a colourful career for herself that has taken her to the end of the rainbow, and back.

INTERVIEW BY CARA HOWLETT
PHOTOS BY TARA MCMULLEN

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Q *What role does colour play in your life?*

A Colour is life energy and one of the most powerful pure forces. It is the air that I breathe. How and why I choose certain colours is deeply personal for me, and I do it with a lot of purpose. I associate people with colours, I see experiences and moments through colours and I always dream of colours. This is why I need to create, make and design. Colour acts as the road map through my life and sets me apart, making who I am and how I see the world special.

Q *Your hair is always strikingly coloured. What first made you decide to colour your hair in such a vibrant way?*

A I was born a ginger, but it dulled in colour as I got older. I flirted with orange hair for 15 years, floating in and out of vibrancy. Five years ago I decided to take it electric and added pink and now purple. It was a “go big or go home” moment where I decided to really commit to my love for colour. I spread love and colour therapy to the masses by way of my hair. There is no turning back now. Once you have slid down the rainbow, everything else pales in comparison.

Q *Neon-coloured hair suggests that you have a lot of self-confidence. Do you think people react to you differently because of your colourful appearance? How does this benefit or hinder you?*

A Neon-coloured hair does suggest confidence. This confidence is required to handle the amount of comment and questioning that I face each day. I did not expect the level of curiosity that my appearance sometimes brings, but I continue to be who I am, as a service not only to my soul but to all the people I meet who I inspire to do the same. Sometimes neon hair implies that you are not professional or involved within a corporate career. This is fun for me to navigate because I can be in a man’s world and play hard, even though I have a rainbow on my head. The juxtaposition is lovely. Don’t judge a book by its colourful cover; it might just be a scholarly read.

Q *What are some of your favourite projects you have worked on?*

A I cannot pick a favourite. That would be like admitting you had a favourite child or trying to pick only one colour to paint with. However, I did learn a great deal about myself and about business from creating, launching and running my art studio Glitter Pie and the children’s craft product line that followed. These experiences were the launching pad for everything else.

Q *What projects are you working on?*

A I am pretty excited about life right now. I have dozens of homes that I am working on for some of the coolest people, half a dozen weddings all differently curated and loads of styled photo shoots in the hopper that I am

art directing. I am starring on an HGTV show in Canada, writing my craft book and developing my follow-up craft product line for children. My life is busily bountiful and I am so grateful for all of it and everyone involved.

Q *What do you enjoy most about what you do?*

A What I love most is that every day I am the ringmaster to this circus that I have erected and it all depends on me. There is something magical about the divine pressure that I feel. It makes me strong, it makes me jump out of bed, feel inspired, push harder, ask more questions, bend time and trust more deeply. My life is a rich experience because I live on the creative edge every day. Somehow I have become comfortable there and it is exhilarating.

Q *As you look towards the future, is your colourful outlook a lifelong style decision, or do you see yourself evolving in the years ahead?*

A The future feels bright and laced in colour to me. I do not see my colourful outlook as a fleeting style decision or a temporary point of view, although I might tweak things over time and modify items large or small. But overall evolution is inevitable. I know it will come for me one day and I will hug it in my rainbow-loving arms and hope that it will release me into an even bigger, brighter version of what you see today. Stay tuned. **U**

tiffanypratt.com