

Kristin Heinrich Style

Style that empowers

BY CONTENT COORDINATOR DELIA MCMULLEN

For stylist Kristin Heinrich, fashion has always been more than style and trends—it's a way of helping clients feel like the best version of themselves and setting them up for success. What began as a hobby back in her school days, swapping clothes with friends and styling outfits for fun, has grown into a two-decade career built on creativity, trust and an unwavering love for empowering others through style.

After graduation from Virginia Tech, her career path initially led her into business development at a sports marketing agency and later at a large law firm. A transfer to New York City marked a turning point. "It was there that my love for fashion truly deepened," she recalls. In New York, she was exposed to planning events for many of the fashion houses, including Gucci, Hermes, Michael Kors and Ralph Lauren. After returning to Charlotte, she married, and in a twist of fate, met NASCAR legend Jeff Gordon. That connection led to her role as his Director of Personal Planning and Concierge Services—managing his schedule, travel and wardrobe for television appearances and public events.

Styling quickly became one of the most fulfilling aspects of that position and planted the seed for her personal styling business.

A CAREER OF MILESTONES

Over the years, Kristin has dressed clients for some of the biggest stages in media: The Today Show, The Tonight Show, David Letterman, Jimmy Kimmel Live, ESPN, the CMAs and the VMAs. Among her proudest achievements is styling five Daytona 500 champions for their post-race media tours across the country. From legends like Jeff Gordon and Dale Earnhardt Jr. to the most recent winner, William Byron, she's become a go-to stylist for NASCAR drivers.

Her client list is diverse: professional athletes, managing partners of law firms, CEOs, hedge funders and recent college graduates building their first capsule wardrobes. "My approach is the same," she explains. "I listen to their specific needs and collaborate with them to create a plan that elevates their wardrobe for every aspect of life."



CLOSET EDITS AND CONFIDENCE

Among her many services, Kristin finds closet edits to be the most transformative. She combs through wardrobes from top to bottom, advising what to purge, donate or consign. After hundreds of these edits, she's learned that the process can be as emotionally freeing as it is practical. "Clients often tell me it feels life changing. Decluttering creates space, clarity and a sense of renewal—making room for the new, hand-selected pieces I'll source for them. It's truly the perfect fresh start."

She also brings her eye for accessories into her work. For the past decade, Kristin has been Brand Ambassador for The Jen Collection, a fine jewelry line based in Houston, TX. "In The Jen Collection, I found effortless layers with a cool-girl edge that



perfectly complete the looks I curate. The pieces not only elevate every outfit but also keep my clients coming back for more."

Many of her client relationships span years and evolve into friendships. "One of the most meaningful measures of success for me is when a client initially hires me to help with their wardrobe and before long, I'm helping their spouse, taking their college-bound child shopping or selecting Christmas gifts for their in-laws. I get to know entire families, and that connection is one of the most fulfilling aspects of my work."

INSPIRATION EVERYWHERE

Travel is another constant source of inspiration. Since marrying her European husband, Kristin has traveled extensively overseas, drawing creative sparks from how people express themselves through clothing in places like Milan, Lisbon, Paris, London, Barcelona and Bangkok. "I'm constantly taking note of both emerging trends and timeless styles. These global impressions inevitably find their way into my work."

WORDS OF WISDOM

After two decades in the business, Kristin has distilled some hard-won wisdom for anyone hoping to break into fashion or start a creative business. "Start where you are, use what you have and build genuine relationships," she advises. "Say yes to opportunities, even the small ones. Be observant, listen well, be kind and treat every client like they matter—because they do. Over time, your consistency, reliability and personal style will set you apart. And finally, don't be afraid to evolve. I'm still learning, being inspired and adapting. That's part of the joy of doing creative work—it grows with you."

For Kristin, style is about listening, curating and creating confidence. Whether she's decluttering a closet, dressing a client for a national broadcast or selecting the perfect jewelry to finish



Gucci pull for event styling



KHS styled Charlotte's William Byron after he won the Daytona 500.

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KRISTIN'S STYLE TIPS

Closet Clarity: Decluttering is liberating. Purge what no longer works and create space for pieces that serve you today.

Invest in Accessories: Jewelry and other accents can transform an outfit—Kristin swears by timeless yet modern pieces that elevate every look.

Take Inspiration Everywhere: Travel, culture and even street style are creative sparks. "Be observant, listen well and never stop learning."

Style Is Personal: It's not about trends—it's about confidence. "When someone steps out the door feeling comfortable and confident, it changes the way they move through the world."



KRISTIN HEINRICH STYLE

"Working with Kristin is an uplifting and unforgettable experience! She took great care in making sure my entire closet edit and shopping experience was wonderful from start to finish. Her personality and approach was radiating with encouragement. She left me feeling confident and excited to dress for my next adventure - from the boardroom to a day out with the kids - she got me ready! I can't wait to shop with her again!"

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