THE INSIDER:
STACY SMALLWOOD

If the fashion world had a superwoman, it would most certainly be the owner behind one of our partner boutiques, Hampden.

Stacy Smallwood takes running all parts of Hampden in her Marni-shoe-wearing stride, with a hefty dose of Southern hospitality. “I choose every piece that makes it into the store,” she says of the Charleston-based boutique, not to mention the social media, events, and styling hats she wears. “It is my job to know the designers and trends in order to assist you in feeling beautiful. And to do it with a smile.” And therein lies her charm. Thanks to Smallwood’s jet-setting nonstop to handpick fashion-forward yet accessible pieces from the likes of Stella McCartney and Sacai, you leave the shop not only wearing something chic but a grin, too.