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ENTERTAINMENT

BEYONCÉ

Meet the Stylists Behind Beyoncé's Lemonade

By **Rebecca Jennings** | Apr 26, 2016, 8:47am EDT



Photo: HBO

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Behind its songwriters (Ezra Koenig! Jack White! Robert Plant!), directors (Kahlil

Joseph!), celebrity cameos (Serena Williams! Zendaya!), musicians, producers, cinematographers, poets, and of course its star, Beyoncé, there are the cool, fashion-obsessed stylists that made *Lemonade* the most aesthetically important project to come out of music this year.

Under the direction of stylist Marni Senofonte, *Lemonade* features dozens of powerhouse looks to match the epic hourlong visual album, from a yellow ruffled Roberto Cavalli gown in which Bey smashes car windows to a Hood by Air fur harness, as well as her actual, Tina Knowles-designed wedding gown from 2008.

In an interview with *Vogue* (despite having almost certainly signed an NDA), Senofonte explains her vision as "antebellum-slash-Victorian-slash-modern-day," which unintentionally mirrored the most recent fall runway trends. "We were kind of laughing because, 'Oh my gosh, we've been doing this since November!'" Senofonte says. "But then I was saying, 'All creatives are on some same wavelength I think.'"

But of course, no one stylist could do the work required of an hourlong, top secret Beyoncé project. Below, meet the 36-strong (!!) team that made it happen — and pick up a few

insights as to how to land a job styling the
fashion industry's number one dream client.

Marni Senofonte, Stylist



marnixmarni
438K followers

[View profile](#)



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1,833 likes

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Instagram: [@marnixmarni](#)

No surprise that Bey tapped music industry veteran Marni Senofonte to do the honors for *Lemonade* — she also created the looks for the "Formation," "Feeling Myself" and "7/11" videos. Currently, she's in Miami to help launch Beyoncé's world tour, but the NYC-based stylist frequently Instagrams selfies in some truly epic outfits, some of which have made appearances in Bey videos (like [this Gucci top](#) from "Formation").

Update: A tipster tells us that stylist Jarrett Edward ([@jarrett_edward](#)) also assisted Marni and Karen Langley while styling Beyonce in Rosamosario for her scene with Serena Williams.

Newheart Ohanian, Additional Stylist



newheartnyc

5,756 followers

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33 likes

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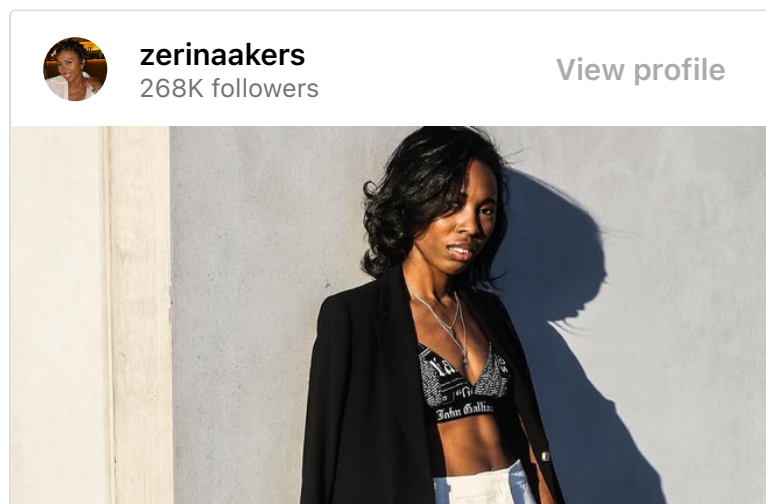
Instagram: [@newheartnyc_stylist](#)

This FIT-educated freelancer is based in NYC and has worked in advertising campaigns, music videos, print editorials, and e-commerce campaigns over her near-20 years in the industry. According to her Instagram posts, she had a hand in styling [Serena Williams](#), Winnie Harlow, and Quvenzhane Wallis's *Lemonade* looks.

Tim White, Additional Stylist

Though Beyoncé's longtime stylist Ty Hunter wasn't credited on *Lemonade*, Timothy White (not to be confused with the famous celebrity photographer) was part of his style team while working on Bey's 2014 Grammys performance, and also created the pearl leotard she wore on her 2014 tour, as well as that endlessly copied Chicago Bulls leotard.

Zerina Akers, Additional Stylist





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369 likes

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Instagram: [@zerinaakers](#)

She's the "woman behind Beyoncé's street

style," according to *Vogue*. As the star's personal wardrobe curator, Zerina "analyzes the right cuts, fits, and silhouettes" of her clothing. Her high-low styling philosophy, she told the magazine, "is all about color selection, shape, and fabrication of the garment. I can get a skirt for \$50 in matte jersey. It's going to move and hug the body in a similar way as a skirt that's \$795." Noted.

Shiona Turini, Additonal Stylist



shionat
Amsterdam, Netherlands

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3,014 likes

Add a comment...

Instagram: [@shionat](#)

Bermuda-born Shiona's background is in both PR (at YSL) and editorial (at *W Magazine*, *CR Fashion Book*, and *Teen Vogue*). She's now a freelance consultant and stylist, and has maybe one of the most envy-inducing Instagrams of all time (it at least *seems* like she's always on a beach vacation). Oh, and she styled the "Formation" video.

B. Akerlund, Additional Stylist

The link to this photo or video may be broken, or the post may have been removed.

[Visit Instagram](#)

Instagram: [@bcompleted](#)

This Swedish-born veteran stylist's Beyoncé

connection runs in the family — her husband Jonas directed the music videos for "Telephone" and "Haunted," as well as *Lemonade* itself. B., meanwhile, styled the "Pretty Hurts" video as well as one of the most memorable videos within *Lemonade*, "Hold Up" (That yellow Roberto Cavalli dress? All her.), along with other parts of the film. In a 2013 [profile](#), the *New York Times* described her personal vibe as "part midcareer Shannon Doherty, part Morticia Addams."

Karen Langley, Additional Stylist

Once the fashion director of *Dazed and Confused* magazine (including during its 2011 cover shoot with Beyoncé), Karen now works mainly in other print editorial jobs, as well as fashion campaigns for Rag & Bone and See by Chloe. She was also the stylist for Beyoncé's *Beat* Magazine cover shoot last October (the one where she's holding a chicken while wrapped in the American flag), and according to her website, holds the title of "fashion director to Beyoncé." She also worked on Bey's Ivy Park campaign.

Armina Mussa, Additional Stylist

The link to this photo or video may be broken, or the post may have been removed.

[Visit Instagram](#)

Instagram: [@armina.mussa](#)

Based in New Orleans, Armina is Solange's

business partner who made headlines last year for having been stabbed 10 times in New Orleans. Still based there (and thankfully recovered), she now works as a visual artist and moonlights at Saint Heron.

Kelly Williams and Jessica Loria of Jak, Additional Stylists

Photo: JessicaandKelly.com

Instagram: [@jaktherippers](#)

The East LA-based duo has been working together for almost a decade, styling photo shoots starring celebs like Haim, Lana Del Rey, and Kiernan Shipka, as well as consulting for fashion and lifestyle brands. Judging by their portfolio, the pair's vibe is young, fun, and more than a little cheeky.

Jillian Kreiner, Wardrobe

Supervisor

IMBD credits her as a costume designer on 29 films, documentary projects, and shorts, and a member on the costume and wardrobe departments on 19 more, dating back from 1993. A few of those films? 1999's seminal *Never Been Kissed*, as well as not just one, but *two* installments of *The Adventures of Mary-Kate & Ashley*.

Jessica Law, Wardrobe
Supervisor



jlalalaw
Silverlake, CA

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[View more on Instagram](#)

117 likes

Add a comment...

Instagram: [@jlalalaw](#)

Based on her Instagram, Jessica originally hails from Toronto. General vibe? Laid-back and outdoorsy, with an emphasis on jeans, t-shirt, and baseball caps.

Natasha Newman-Thomas,
Background Stylist



neverhavetotweet

10.3K followers

[View profile](#)



[View more on Instagram](#)

211 likes

Add a comment...

Instagram: [@neverhavetotweet](#)

You might recognize Natasha Newman-Thomas as the girl in *The Wolf of Wall Street*'s rather disturbing [head-shaving scene](#), in which her character, a secretary, is offered \$10,000 by the

Wolf (Leo DiCaprio) to shave her head, because she's promised to use the money for breast implants. She reportedly scored the role because she's the sister of a very good friend of Leo's and also because, well, she volunteered to have her head shaved on camera. Most of her work, however, is behind the lens; she's helped create music videos for Florence & the Machine, magazine editorials for *Dazed*, and Miley Cyrus's *Bangerz* tour.

Sally Smith, Seamstress

Photo: SallyBee.com

Instagram: [@sallybeesmith](https://www.instagram.com/sallybeesmith) (sadly, it's private)

Sally Bee Smith, the tailor for *Lemonade*, is a

New Orleans-based costume designer and stylist who's worked on made-for-TV movies on Lifetime and SyFy, as well as TV projects like ABC's *Astronaut Wives Club* and *The Broad Squad*.

Camille A. Garmendia, Key Costumer



camillegarmen...

5,529 followers

[View profile](#)



[View more on Instagram](#)

176 likes

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Instagram: [@camillegarmendia](#)

Other music videos Camille has worked on include Sia's "Elastic Heart" (the one with Shia

LaBeouf and Maddie Zeigler), Kanye's "Flashing Lights," and Cat Power's "Cherokee." Judging by her Instagram, her vibe is lots of striped tees, boyfriend jeans, and blunt bangs. Adding to the cool factor: She attended Leslie Arfin's wedding last fall.

Katina Danabassis, Second
Costumer



internetfamous

193K followers

[View profile](#)



[View more on Instagram](#)

2,922 likes

Add a comment...

Instagram: [@katinabananana](#) (it's private)

According to her LinkedIn, Katina has been Camille Garmendia's assistant for more than a year, previously freelance styling and working as an assistant for other brands. She's also the assistant to prominent LA stylist [Annina Mislin](#), and is often featured in the Instagrams of pro

skateboarder and photographer Jerry Hsu.

Tim Chernyaev, Second
Costumer



relaxitonlyfash...

26.8K followers

[View profile](#)



[View more on Instagram](#)

99 likes

Add a comment...

Instagram: [@relaxitonlyfashion](#)

As his handle suggests, Tim's Instagram vibe takes a silly approach to fashion, with a higher-than-average amount of of *Sex and the City* memes and memories of other forgotten 2000s ephemera. The LA-based stylist has worked with Bey in the past, for her 2014 VMA performance, as well as with *Lemonade* co-stars Chloe and Halle on their video for "Drop."

Caitlin Wells, Wardrobe PA

According to her IMBD page, Caitlin has worked as a costumer on a handful of TV series and short films, starting in 2014.

Nyle Fisher, Stylist Assistant

The link to this photo or video may be broken, or the post may have been removed.

[Visit Instagram](#)

Instagram: [@NewYorkStylist](#)

Nyle worked with the wardrobe department on

preparing Serena Williams' Brandon Maxwell look. As a fashion photo and video producer, Nyle has also been an executive assistant to top stylists, and has also launched a production company, Darq Matter.

David C. Melton, Stylist Assistant



meltondc

H&M World Flagship Fifth & 4

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[View more on Instagram](#)

160 likes

Add a comment...

Instagram: [@meltondc](#)

David also worked with the wardrobe department on the preparation of *Lemonade*, and is currently a stylist and consultant. Since 2008, he has been assisting stylists like Caroline Titecumb, styled a shoot for Victoria's Secret, and worked for television studios like Tyler Perry Studios and the OWN Network. He currently splits his time between New York City and Atlanta.

Lauren Bott, Stylist Assistant

The link to this photo or video may be broken, or the post may have been removed.

[Visit Instagram](#)

Instagram: [@lizzybott](#)

As the costume designer for *Scream Queens*,

Lauren seems to be most interested in pastel furs and Chanel-inspired tweed skirt suits. She also has her own jewelry line, Crowe Jewelry, which is based out of New Orleans.

Joan Reidy, Stylist Assistant



joanreidy
1,532 followers

[View profile](#)



[View more on Instagram](#)

46 likes

Add a comment...

Instagram: [@joanreidy](#)

For the past 10 years, Joan has worked with musicians like Gwen Stefani, Jennifer Lopez, and Madonna. According to her [website](#), her philosophy is this: "Joan is obsessed with both style AND context: It is not just about what image is being projected but the context it is projected in."

Eyob Yohannes, Stylist Assistant



eyobyohannes

16.8K followers

[View profile](#)



[View more on Instagram](#)

66 likes

Add a comment...

Instagram: [@eyobyohannes](#)

Last year, Eyob was named one of 100 inspiring millennials by Levo, joining the ranks of Chelsea Clinton and Janet Mock. The New York-based stylist has worked on Madonna's world tour and Rihanna's "Bitch Better Have My Money" video, as well as a Rag & Bone campaign video. His history with Bey goes back at least as far as the Super Bowl, where he Instagrammed the Black Power–dressed background dancers backstage. It also appears that he's [worked with](#) Lil' Kim and Nicki Minaj.

John Angelo De Peralta, Stylist
Assistant

Photo: LinkedIn

Instagram: [@jdperfect](#)

Before starting a career as an assistant wardrobe stylist in 2013, John was a salesperson at Forever 21, then moved on to Michael Kors, Nordstrom, and Saks Fifth Avenue. He then worked as a wardrobe intern for music videos like Beyoncé's "Pretty Hurts" and Britney Spears's "Work Bitch." He was a wardrobe assistant for Bey's 2014 VMA performance and her "Feeling Myself" video, as well as Nicki Minaj's Pinkprint tour and Rihanna's "Bitch Better Have My Money" video.

Courtney Madison, Stylist
Assistant

Photo: CourtneyMadison.com

Instagram: [@courtneymadison_](#)

Based in LA but raised in Toronto, Courtney started as a buyer for TV and films, then became an assistant stylist to names like Mel Ottenberg and Hayley Atkin. Clients include Mindy Kaling, Rihanna, Katy Perry, and of course, Bey. According to her Instagram, Courtney's vibe is heavy on tropical color palettes and beachy style.

Eric Archibald, Stylist Assistant



ericarchibald

Boxers Sportsbar (Chelsea, Nev

[View profile](#)



[View more on Instagram](#)

184 likes

Add a comment...

Instagram: [@ericarchibald](#)

In the past, LA- and NYC-based Eric Archibald has styled celebs like Jennifer Hudson and Fifth Harmony for their video for "Worth It," according to his agency, [Grid](#). He's also [on Twitter](#), with the bio "fashion stylist to the stars."

Jasmin Ross, Intern

It's unclear who, exactly, is the Jasmin Ross is that Bey's referring to here, but there's a chance it could be *Jasmine* Ross, a freelance fashion consultant based in New York (though would Bey really allow someone to spell a name wrong on the credits?!). If [this is](#) indeed the same "Jasmin," then Ross has been a consultant since 2007, while also working as a market editor for *Essence*. She also ran PR for Louboutin in the mid-aughts, and was an adjunct professor at LIM College.

Update: Jasmin is *not*, in fact, Jasmine Ross. Apologies!

Tonya Lombardo, Stylist Assistant



tonyalombardo

1,016 followers

[View profile](#)



[View more on Instagram](#)

52 likes

Add a comment...

Instagram: [@TLo_Fashion](#)

After working as a 911 dispatcher for 18 years, Lombardo did perhaps the most unlikely career 180 possible, and enrolled in School of Style, an education program for budding stylists. She's since been an assistant to a handful of other stylists based out of LA and San Francisco.

Genevieve Tate, Stylist Assistant

The link to this photo or video may be broken, or the post may have been removed.

[Visit Instagram](#)

Instagram: [@genevieveleynn](#)

LA-based but originally from Texas, Genevieve

has worked in the costume department for shows like *How to Get Away with Murder*, *You're the Worst*, and *Mixology*. Her Instagram, however, doesn't provide much in the way of her design aesthetic, and instead focuses more on her personal life.

Derek Bulger, Stylist Assistant

Derek has been in the costume consulting business since the '90s (remember those?!), spanning commercials, TV, music videos, and photo shoots, with a special focus on painting, "aging," and "distressing" abilities for clothes.

Kenny P. Paul, Stylist Assistant

The link to this photo or video may be broken, or the post may have been removed.

[Visit Instagram](#)

Instagram: [@kennypaul](#)

NYC-based Kenny has been a freelance stylist

assistant since graduating FIT in 2013, working on editorial shoots for magazines like *T Magazine*, *Vogue Russia*, and *i-D*, as well as Hugo Boss fashion shows. Before that, she worked as a magazine intern, wrote articles for Lookbooks.com, and interned at Moda Operandi.

Bobby Wesley Williams, Stylist
Assistant



bobbywesley
26.2K followers

[View profile](#)



[View more on Instagram](#)

122 likes

Add a comment...

Instagram: [@bobbywesley](#)

NYC- and Atlanta-based Bobby Wesley also styles rapper Future (whom *GQ* just named one of the most stylish men in the world right now) as well as the members of Fifth Harmony for red carpet appearances. Considering the amount of high necks he's put the girls of the band in, it makes sense he'd be a good fit for the Victorian-inspired, gothic looks of *Lemonade*.

Janelle Lopez, Stylist Assistant

The link to this photo or video may be broken, or the post may have been removed.

[Visit Instagram](#)

Instagram: [@janellemahal](#)

Janelle is another freelance fashion assistant

based in LA, but before that she worked as a denim specialist at Topshop and was a freelance wardrobe intern.

Daniel Lock

The link to this photo or video may be broken, or the post may have been removed.

[Visit Instagram](#)

Instagram: [@daniellock_](#)

Though the credits list him as "Daniele Locke,"

he's actual *Daniel Lock*. He's a wardrobe stylist on commercials and red carpet, including Yeezy Season 3 and Rihanna's ANTI tour. Though he's originally from Arkansas, he now lives in LA, and tells Racked that "Really I'm just a southern beau who has a penchant for monograms and navy blue."

James Carroll, Stylist Assistant

Photo: LinkedIn

Instagram: [@jvmes_iv](#)

James is a freelance stylist, working with publications and celebrities like Christina Milian, Future, and Fifth Harmony. He was also a stylist assistant for S. Knowles Inc., otherwise

known as Beyoncé's sister Solange (duh). Before that, he freelanced for Gilt and worked as a sales advisor at the Fifth Avenue H&M.

Anthony Gulla, Stylist Assistant



anthonyjgulla
3,537 followers

[View profile](#)



[View more on Instagram](#)

197 likes

Add a comment...

Instagram: [@stylebyanthony](#)

According to his Instagram, Anthony is a blogger, a stylist, a consultant, a modern gentleman, and a "simple man." Based in LA, he also runs Style by Anthony, which mostly serves as documentation for his (rather preppy) outfits.

Zoe Zhou, Stylist Assistant



888.____.zzz
1,566 followers

[View profile](#)



[View more on Instagram](#)

120 likes

Add a comment...

Instagram: [@askepticsreligion](#)

In addition to working with Beyoncé on her Super Bowl performance, Zoe also styles editorial shoots, red carpet appearances, and a handful of other projects documented on her Instagram.

Rachel Grubbs, Stylist Assistant

Rachel Grubbs has been credited with working on the wardrobe for the VH1 Hip Hop Honors from 2006 to 2009, as well as mid-aughts reality show *Making the Band*.

Ade Samuel, Stylist Assistant



adesamuel
117K followers

[View profile](#)



[View more on Instagram](#)

308 likes

Add a comment...

Instagram: [@adesamuel](#)

Ade was a *Teen Vogue* intern and subsequently became a celebrity stylist, as well as the owner of her very own shoe collection. She's worked on the "Formation" video, and also styled *Essence*'s 2016 #BlackGirlMagic cover story.

Racked Video: Meet the designer behind Beyoncé's sexy legwear