

An interview with...

"Knowledge is power and style is eternal". That is how begins the biography of this beautiful London girl that deals with wardrobe and styling of Michael for almost two years.

Stylist by profession, with her own business and a promising future, Ruki speaks in this interview about some facts of her life and career, and brings us closer to her work with Michael, from the backstage shadows, bringing light to the image of our artist on stage.



Ruki Garuba

October 2011

© "Michael's News"

All rights reserved.

You are from London but the most part of your time you work in US or around the world. Is that hard?

I love travelling and getting to see the world, which is probably why I still love what I do for a living. Sometimes it is hard when I miss yet another birthday, Christmas or wedding but Skype is a wonderful thing. It helps me stay in touch with everyone.

How did you decide to start in the fashion world?

I studied at London College of fashion and achieved a Bachelor of Arts degree in Fashion Promotion & Public relations, I then went on to work for Pride Magazine in the UK as a Fashion Editor for 5 years before setting up my own company back in 2007 and working directly with the celebrities and brands.

Which were your first steps in this career?

As a fashion editor I worked on everything from styling the front cover shoots and fashion spreads to writing articles on fashion and beauty.

What have been your influences in style and fashion?

I try to find inspiration in everything I do, that's what keeps me motivated. Luckily I live right by the beach in California and I'm blessed enough to see so many wonderful places and meet so many interesting people, that it's very easy for me to stay inspired. I like to bring back little keepsakes that capture the culture of the country whenever I travel. I have them all over my house and they form great influence for my styling and designing.

You have your own company, which according to your FB profile, offers services in styling, personal shopping, wardrobe revamp, and closet organization no matter the budget. How did you start this and which one of these services is your favourite?

I love them all. Creating a look for someone whether they are a singer, teacher or accountant allows me to be creative. I love seeing people smile and gain confidence when they put on an outfit that makes them look and feel great. We all have great features, it's my job to find the clothes that flatter them the most.

You have launched a collection of dresses, is that correct? How is that going and where can we find them?

I'm currently working on my next collection, which is due in April 2012. You can keep in touch with my progress via my Facebook page www.facebook.com/rukigaruba



And in this world full of fashion, when and why did you include the music part?

Music is something that not only plays a big part in my life for enjoyment and relaxation but it goes hand in hand with fashion. At the start of my career I worked with mostly models and that expanded into celebrities. It just so happens that the majority of my clients now are musicians. I'm open to styling everyone whatever your job title.

Tell us a bit about the artists that you have worked with: the Jacksons, Kelly Rowland...

Working with Kelly Rowland was the first time I really got to see the world. We went everywhere from Europe to The Middle East to Australia. It was awesome to tour with someone who was always willing to try new and daring clothes and had such a passion for fashion. We are still very close and somehow whenever we hang out together we end up shopping.

The Jackson's was a very surreal experience. One I won't forget. It was in the "This Is It" era and I'd love to say more but I signed a confidentiality contract. But I can say it was a great experience and they are very much into looking sharp. I've also styled artists for TV shows, magazine spreads, music videos, red carpet looks, award shows and tours. The artists I've worked with include such as Keyshia Cole, Cassie, Stacey Dash, Troy Titus-Adams, Michelle Williams (also of Destiny Child), Jay Sean and Baby of Cash Money Billionaires. This year I was also booked to feature in a new campaign for beauty brand SK-II as their fashion expert. This involved me appearing in a video, photo shoot and interview for their new anti-aging line. It was a great experience and it felt good that my opinions were important to a brand that's so big.

What can you share about your upcoming projects?

The next few months I'm gearing towards the release of my new spring collection, which will include skirts, tops and jackets in addition to the dresses. I am also about to unveil a few new options for the personal shopping service.

Michael Bolton's part

When and where did you meet Michael Bolton? And when did you join his crew?

I joined the crew in February 2010. I met Michael through a referral from a friend. MB also has friendships with a few of my other clients.

What is exactly your work there?

I take care of Mb's wardrobe and anything else that is dressing room related for him.

You are, probably, one of the people that are closer to Michael before, during and after the shows. How is he in those moments?

He always, always, always does his vocal warm ups before every show and then we head to the stage. He's very focused on giving a great show.

Explain us a bit about the process with MB clothes during a concert: it is hard to have 3 or 4 changes, is Michael involved in the style he wears on stage...?

He knows what works for him and that is something I admire very much. The show changes were very challenging at first because there isn't that much time but now we've got into a routine. The audience seems to always love when he takes off his tuxedo jacket on stage. That always gets a big round of applause.

Michael has had a very own style during these years and the fans really love it... but would you change something in that style? What would you like him to wear more? And what would you keep out of his wardrobe? Is there anything that you have proposed him to wear and he has said "never"?

He's got a great sense of personal style and that is something that comes with really knowing yourself. He looks great in suits and tuxedos, which also really work with the theme of the songs he sings in the show.

Apart from the concerts, do you work with him when he has public appearances in TV programs or so?

Very rarely. I am mostly just with him on tour.

How is he as boss?

Very personable. We often hang out and go for group dinners on days off.

Tell us three words that you would use to describe a tour with Michael and his band/crew?

High energy, varied, A-team

You are in what Michael have called "the never ending tour". What memories are you collecting from it?

So many. I have a great camera so I'm always taking pictures to look back on one day.

Do you have something to do with the style of the band guys on stage?

No, they can all take credit for making themselves look wonderful

What do you think about his latest album, Gems, and the incredible artists he has chosen to work with?

He came up with such a unique concept. It's an amazing collection of songs with some great artists. I've had the pleasure of listening to a few of the songs live on tour. Judith Septhuma joined us in South Africa, Rita Guerra in Portugal, Delta Goodrem and Orianthi have come out many times.

