

VANCOUVER LIFE

SECRETS OF SUCCESS

Shannon Heth wasn't sure what to be when she grew up: maybe a journalist, or something fashion-related. She worked in the film industry for a few years, which taught her to "say yes and figure it out later. Everything is possible." Ideal advice, it turns out, for Heth's eventual career in public relations. She now heads her own PR company, Milk Creative Communications, and she's known around town for both her roster of lifestyle clients and her impeccable personal style. To achieve her look, she shops at a mix of larger stores like Nordstrom (page 20) and Gastown boutiques such as Oak + Fort (page 20), LYNNstevenson (page 20) and One of a Few (page 20). For footwear, she relies on her "shoe guy" at Holt Renfrew (page 19), who texts her tempting photos of new arrivals. "Wear what makes you feel good," Heth insists. "Have fun with it." **BY SHERI RADFORD**



PR maven Shannon Heth takes a quick break between phone calls, emails and client meetings to relax in her Gastown office

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