

Spotlight On:

Teddi Cranford

Founder & Creative Director at
White Rose Collective

How I came to be a hair stylist...

Growing up, I was always the one to get my friends ready for the school dance. I gravitated toward fashion at a young age, and just knew that moving to NYC and doing hair in the fashion industry was my calling.

Why I pursued weddings...

I pursued the wedding industry because I felt there was a real need to make women look like themselves. My approach is unique to every client. Just because it's your wedding day doesn't mean you need to follow a fashion trend or look like a princess bride. I feel it's truly best to look like the best version of you. I found the wedding beauty industry to be lacking that approach, and it was something that I had to offer.

What makes White Rose Collective a different beauty experience...

We have a very personal and individual approach when collaborating with brides. We really get to know them; get to understand their likes and dislikes—find out who they really are. We advise on a 'less is more' approach, and shy away from trends and cookie cutter beauty. Every bride is uniquely beautiful. We keep things fresh, modern, and timeless.

You may have seen my work...

Having worked in fashion for ten years, I've styled many models on the runway and actresses on the red carpet. My portfolio includes couture and ready-to-wear looks for Dior, Dolce & Gabbana, Valentino, and many others. This is where I've gained a lot of my inspiration. Although working in this industry with models and celebrities keeps me fresh and current, what I really enjoy about what I do is working with strong women. I am continually inspired by a woman that is sure of herself. My experience has allowed me to bridge the gap between fashion and bridal, making a higher standard of beauty accessible to women on their wedding day.

I am passionate about...

Individuality, and making a woman feel confident and beautiful in a way that is truest to her.

Something you didn't know about me...

I love the outdoors, have worked in Russia and China with Dior, and I did Kate Moss' hair for a Louis Vuitton show. Also, I love pickles.

I'm loving this right now...

Thick, long, airy hair. Just hair with an ease that is healthy and strong- I find it so beautiful.

A piece of advice for the bride-to-be...

Don't hop on the trend train. Keep it simple and beautiful, and most of all, stay true to yourself.

