

Fabulosity: A Few Words with Shareen Mitchell of Planet Green's "Dresscue Me"

Written by By Corbin Chamberlin

The network, Planet Green, has introduced a new series called *Dresscue Me*, a show that seems free of televised-gloss, bitchy antics and a seemingly sensible approach to the industry of fashion. *Dresscue Me* is about the endeavors of vintage-maverick, Shareen Mitchell. Mitchell is owner of Shareen Vintage, a boutique that offers reasonably priced and preowned clothing. The store is a favorite for fashionistas, recessionistas and celebrities alike. Before she was dressing Katy Perry, Cat Deeley and a plethora of other A-listers, Shareen was an actress and partook in roles on *Melrose Place*, *ER* and *Judging Amy*.



The show's network, Planet Green, offers content that is about sustainability and a modern approach to living green, which will certainly be seen throughout *Dresscue Me*. From what I gather, the show will have a didactic nudge on the topic of dressing and Shareen will educate, inform and help each individual throughout the process of transforming her wardrobe/look.

On the topic of fashion, Shareen Mitchell added "Fashion is a vocabulary that I use to speak on love, beauty, self-esteem and transformation. Whether I am dressing a woman for the Oscars or for a first date, my job is to make her feel powerfully connected to her best self. I have no greater reward in my life than to see a woman light up when she sees herself as new in a mirror."

I did not get to speak to Shareen as long as I would have liked but from what I gathered, she is very passionate about what she does.

(The series premieres April 19th on the Planet Green channel.)

What can we expect from the show?

Dresscue Me is on Planet Green. It premieres April 19. The show is about the work that I do in helping women understand their body and their way of dressing. I strongly support vintage clothing as an alternative to what's on the racks of any store. The show is about reworking clothing and helping the woman rework her point of view. As you know, fashion is recycled and if you look at any major collection you can see references from all sorts of time periods. A woman can come here and be dressed by my staff in a way that is original and very affordable.

The show also focuses a lot on reworking garments. The way the show is formatted is that we work with clients for every need or event she might have. As the show goes on, each client seems to open up about their lives as it relates to the experience that they're dress for. The show is about empowerment and transformation through the vessel of clothing and dress women.

Dresscue Me will cover the ups and downs of being a small business owner. You see me working/struggling with my staff. It's a very well balanced show.

How did *Dresscue Me* come about?

I had been an actress. I gave up acting in 2004 and I really never had any intention of being on television again. I was approached by numerous different production companies; I said no to all of them, but then I was approached by World Of Wonder, the production company. I liked them a lot. They introduced me to Planet Green. When I met the executives of the network, I knew I was in the right hands. When we ran the premiere of the show, people just sat there with their mouths open. I honestly don't like to sing my own praise but I will pass it along to the network and production company, they really created something that is not like anything else.

What is the most challenging part of filming a series like this?

The most challenging part was slowing down. A lot happens in my day. It's also challenging when you lose really great moments and you wish the camera were there to capture them. I had a very easy experience, Corbin. I was lucky. I have to be honest, it was not terribly challenging.