

# The Dallas Morning News

ARTS ENTERTAINMENT

## Carla Rockmore went from Dallas carpool mom to fashion force

Q&A with the TikTok queen of dressing up, who escaped into her Preston Hollow closet and found her calling.



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PHOTO BY MARILYN HUE, ILLUSTRATION BY JEFF MEDDAUGH, STAFF

Carla Rockmore has 1.3 million followers on TikTok and her own fashion line, but there was a time when she was just another carpool mom in North Dallas, wondering what happened to her dreams. “It was challenging,” she says. “The guard at school would tell me I couldn’t idle the car in line while waiting to pick up my kids. What are you talking about? It’s 110 degrees!”

A Montreal native, Rockmore enjoyed a globe-trotting early career, leaving fashion school in Toronto for a couture house in Amsterdam. After returning to Canada, she toggled between corporate and boutique gigs, but motherhood meant slowing down. In 2012, her family moved to Dallas so her husband, Michael Stitt, could become CEO of the menswear brand Haggar Clothing, but Rockmore struggled to find industry work in Texas.

Fashion is about transformation, though, and Rockmore underwent a dramatic one. In March 2020, she was in India working to launch her own jewelry line when the pandemic hit, and she had to come home. Frustrated and looking for escape under quarantine, she started making videos in her closet, part practical stylist advice, part creative riff. She was a natural on camera, with her dark spiraling hair and outsize personality, trying on outfits that ranged from classy to wacky. “It was a convergence of my education and talent, my need to be in front of a stage and a void in the market,” she says. She became a social media phenomenon.

*Architectural Digest* has [featured](#) the closet in her Preston Hollow home, a two-story Narnia of color, spangle and swish so expansive it includes a spiral staircase and fireplace. But the real lure of her videos is a 50-something woman taking delight in the art of dressing up. “Our media don’t show us so many examples of women this age who know who they are and clearly like it,” *New York Times Magazine* [said](#) about Rockmore.