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KEYWORD
ON AOL: ELLE
MARCH 2004
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Shimmer storm: In one tiny compact, Awake Stardom Pure Eye Color in Stormy Blue shadow ranges from a highly pigmented pearl to a matte base.

THE SWEETEST THINGS

BY MEAGHAN KEELEY

CANDY-BRIGHT EYE SHADOWS, RAINBOW BATH BEADS, AND TINGLY SCENTS WILL GIVE YOU A SUGAR RUSH

White lights: Guerlain Colour Palette 4 Shade eye shadow in Touche de Nacre No. 200 offers four interpretations of white, with undertones of copper, violet, green, and rose.

Chain reaction: All you need for an evening out, the Christian Dior Fancy Dior makeup case sparkles with six creamy, iridescent shades for the eyes, cheeks, and lips.

Prism vision: B, the signature scent from Manhattan's Bagutta Life shop, is available in amber, green tea, patchouli, lime, gardenia, and ocean scents.

Pop art: Chupa Chups I Love Me in Pop Vinyl, the first fragrance from the well-loved candymaker, combines pink peppercorn, cassis, mimosa, and vanilla for a surprisingly tender, earthy aroma.

Paradise found: Light pink Benefit Shangri-La lipstick in You'll Never Never Land Me looks innocent enough for Peter Pan's Wendy Darling.

Flirt alert: The fruity, floral Escada Island Kiss blends magnolia, passion fruit, and mango notes.

Molto dolce: Inspired by Italian sweets, MOR Bath Pearls in Marshmallow, Sorbet, and Gelato soften skin while infusing it with a light, pure scent.

ANDREW WOFFENDEN

DOMINICK DUNNE ON LOVE, FORGIVENESS, AND A BROTHER'S DEATH

VANITY FAIR

10TH ANNIVERSARY PORTFOLIO
HEY, THE OSCARS ARE EARLIER THIS YEAR, AND SO ARE WE. NO BIG WHOOP.

MARCH 2004

400

PAGES OF MOMS, MOMS-TO-BE, AND JUST PLAIN HOT MAMAS!

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BY CHRISTOPHER HITCHENS

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THE **2004** HOLLYWOOD
OUR BIGGEST ISSUE
MARCH EVER!

THE GOWNS! THE GAMS! THE RIDICULOUS GLAMOUR!

FANFAIR



WORLD BEAT

Sydney's brand-new bar the Victoria Room (Victoria Road, Darlinghurst) is a converted garage filled with antiques, a grand piano, and a bohemian crowd.... Chef Thomas Keller, world renowned for his

Napa Valley gem, French Laundry, has finally opened a restaurant in New York—Per Se (Time Warner Center, 10 Columbus Circle).... Hang Zhou (Via San Martino ai Monti 33) serves Rome's best Chinese food.

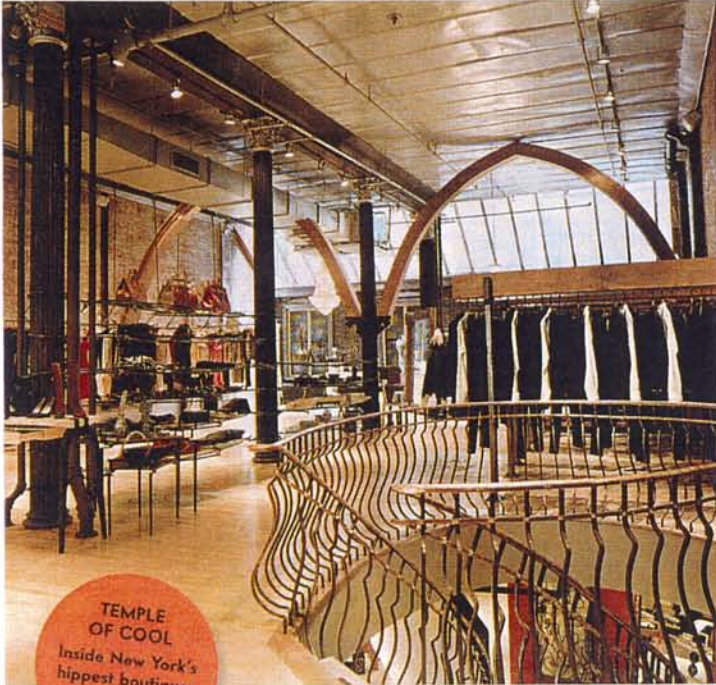
God Save the BBC

BBC AMERICA SERVES UP HIT AFTER HIT

I want my BBC! BBC America, that is. A British invasion has stormed U.S. television. If there is another season of *The Office*—the excruciatingly realistic and comic mockumentary series nominated for two Golden Globes—as good as the last two, those of us who have long had to keep our fondness for the older series *Are You Being Served?* and *Father Ted* on the Q.T. will be forced to come out of the closet. We will certainly be in good company. Whether it's *Changing Rooms* (now in its 13th season) or *What Not to Wear*, the message of BBC America is clear: Abandon your closet, all ye who enter here. The real-life fashion czarinas who gleefully decree *What Not to Wear* are the snakehipped, ironing-board-skinny **Trinny Woodall** and her busty blonde partner-in-humiliation, **Susannah Constantine**. Together they transform victims into vixens with unadulterated high-school brutality that far exceeds simply scrapping one's beaded Christmas sweaters. Watching through fanned fingers—jubbles stuffed into a too tight bra elicit a "Look, she's got three sets of tits!"—viewers giggle nervously as the desperate cling and howl, "But I love my bolero!" or leopard print, or pom-pom. Too bloody bad. New to the channel this season is the crime drama *State of Play*, whose cast abounds with folks hopelessly in need of being told *What Not to Wear*—witness jowls, pores the size of golf balls, Botox-able wrinkles, and neck zits—yet somehow all this comes off as dead sexy. Long live the Empire.

—ELISSA SCHAPPELL

PHOTOGRAPHS: TOP, BY JASON BELL; BOTTOM, BY NICKY JOHNSTON



TEMPLE OF COOL
Inside New York's hippest boutique, Bagutta Life.

Design for Life

MARC BAGUTTA'S LATEST COUTURE HAVEN

Just walking into Bagutta Life is like a religious experience. Picture a 12-foot-high **Peter Beard** photograph amid a bi-level, 8,000-square-foot, 17th-century-Dubrovnik-church-inspired space—complete with exposed-wood archways, mosaics, and stained-glass windows—that's filled with **Zac Posen** dresses, **Alexander McQueen** coats, and **Alia** gowns. What you have is the most fabulous store to open in a long time. Owner **Marc Bagutta** has opened his new place on Greene Street in New York's SoHo and added the word "Life" to its name because, simply, he wants to sell only the good things life has to offer, including couture clothing for women, men, and children, furniture designed by **R&Y Augousti**, eclectic art, **Loree Rodkin** Gothic-style jewelry, high-end accessories, and even a signature fragrance. Bagutta never buys in bulk; he handpicks everything—from the newest pair of **Dior** pumps to the pieces of Augousti furniture upholstered with the skins of non-endangered underwater species. "Each piece I have in the store is original and different, like in a museum," says Bagutta. And you immediately get that vibe as you walk through the door. Lest you fear you may be frowned upon when asking to try on that **Stella McCartney** dress—à la **Julia Roberts** in *Pretty Woman*—Bagutta assures that his staff makes "shopping a pleasure, not a chore."

—LAUREN TABACH-BANK



RAG QUEENS
Trinny Woodall and Susannah Constantine of BBC America's *What Not to Wear*.

NEW YORK

MAY 15, 2006



The people
whose ideas, power,
and sheer will
are changing
New York

A SPECIAL ISSUE

The Intelligentsia

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20

WWW.NYMAG.COM

By Rima Suqi

BEST BETS



A Power Dryer for the Road

Ionic blow-dryers are twice as quick as regular models, but they're often too bulky to travel with. The iDry Travel1600 by Bio Ionic solves that problem by folding into a tidy package (\$150 at Pierre Michel, 131 E. 57th St., nr. Lexington Ave.; 212-755-9500).



Make Mom's Old Jewelry New

Hanging on to a beautiful old watch that doesn't work? Lulu Frost turns old jewelry into new pieces, like this necklace made from heirloom charms and antique-watch fob chains (from \$300, by appointment; 62 E. 7th St., nr. Second Ave.; 212-826-8950).



Flowers That Won't Fade

TSE's cashmere cardigan is a stylish take on this spring's fashion femininity: The floral print is reminiscent of old English wallpaper but neutral enough to pair with skinny jeans or a shirtdress (\$565; 827 Madison Ave., at 69th St.; 212-472-7790).

The Fall Bag to Have

This season, it's all about the clutch. Alexandra Knight's Corralita easily fits the necessities—including cell phone and thin digital camera—and is handmade from alligator belly (shown here), ostrich, or lizard skin (from \$1,600 to \$3,100 at Alexandra Knight Studio, by appointment; 917-882-4256).



Fragrance for Both Parents

Patchouli usually carries cheap connotations. But when bottled by Jalaine, it's a gorgeous musk fragrance with hints of chocolate and vanilla that works for both sexes (\$150 at Aedes de Venustas, 9 Christopher St., nr. Sixth Ave.; 212-206-8674).

WWD BEAUTYBIZ

Publication



LEADING L'OREAL

CAROL HAMILTON'S
WINNING EDGE



The Different Company

Founded: 2000 in France, J.S. launch in 2005
Behind the Brand: Art director and product designer Thierry de Baschmakoff and Hermès fragrance composer Jean-Claude Ellena
Philosophy: To give pleasure by reaching a harmonious osmosis of the senses.
Star Products: Osmanthus, Bergamote, Jasmin de Nuit
Price Points: \$50-\$385
Distribution: Fred Segal Beauty, select Neiman Marcus, Takashimaya
2006 Est. Retail Sales: Industry sources estimate \$1 million



Diptyque

Founded: 1961 in France
Behind the Brand: Friends Christiane Gautrot, Desmond Knox-Leet and Yves Coueslant
Philosophy: Authenticity, exclusivity, confidentiality.
Star Products: L'Ombre dans L'Eau, Philosykos, Tam Dao
Price Points: \$15-\$90
Distribution: Aedes de Venustas, Barneys New York, Bergdorf Goodman, Blue Mercury, Jeffrey New York, Kitson, Louis Boston, Neiman Marcus, Takashimaya
2005 Est. Retail Sales: \$10 million



Eau d'Italie

Founded: 2001 in Italy, U.S. launch in 2006
Behind the Brand: Marina Sersale, daughter of one of the owners of the Le Sirenuse hotel in Positano, Italy, and her partner, Sebastián Alvarez Murena
Philosophy: Understated luxury with sophisticated high design style.
Star Products: Eau d'Italie, Soap
Price Points: \$15-\$110
Distribution: Aedes de Venustas, Louis Boston, Marie Mason Apothecary, Takashimaya
2006 Est. Retail Sales: \$1 million



Ebba Los Angeles

Founded: 2001 in Los Angeles
Behind the Brand: Fragrance blender and retailer Viktoria Fisch
Philosophy: If we can make products that help you feel blessed, pretty and abundant, you will be that much closer to realizing the abundance you have within and the abundance in the world.
Star Products: Miss Marisa Perfume Oil, Miss Danielle Perfume Oil
Price Points: \$18-\$58
Distribution: Beauty Bar Apothecary, Planet Blue, beautyhabit.com, ebbalosangeles.com, luckyscent.com
2005 Est. Retail Sales: \$150,000-\$350,000



Editions de Parfums Frédéric Malle

Founded: 2000 in France
Behind the Brand: Frédéric Malle, grandson of Parfums Christian Dior creator Serge Heftler-Louiche
Philosophy: To recreate a link between the best perfumers in the business and the more demanding public.
Star Products: Carnal Flower, Musc Ravageur, Lys Mediterranee
Price Points: \$65-\$230
Distribution: Barneys New York, barneys.com
2005 Est. Retail Sales: Industry sources estimate \$1.1 million



Elizabeth W

Founded: 1995 in San Francisco
Behind the Brand: Former architect Albert Nichols and former journalist Michael Lindsay
Philosophy: Clean, simple, sophisticated, elegant and totally original scents that serve as potent reminders of our past.
Star Products: Vetiver, Sweet Tea, Neroli Chamomile
Price Points: \$7-\$75
Distribution: Select Bloomingdale's, Gump's, Neiman Marcus Direct, select Nordstrom, Takashimaya
2005 Est. Retail Sales: Industry sources estimate \$4 million-\$7 million



Escentric Molecules

Founded: 2004 in the U.K., J.S. launch in 2006
Behind the Brand: Nose jeza Schoen and partner Jeff Lounds, creators of Infusion, the Bombay Sapphire gin fragrance
Philosophy: To honor fragrance's indefinable allure, give it its rightful due as a subtle yet essential element in our lives and to exalt all the senses.
Star Products: Escentric M1, Molecule 01
Price Point: \$135
Distribution: Aedes de Venustas, Barneys New York, luckyscent.com
2006 Est. Retail Sales: 1.8 million



Fleur's

Founded: 1998 in France
Behind the Brand: Artist Brigitte Géodouin
Philosophy: To combine the power of flowers with mood-lifting beauty and offer a palette of aesthetic alternatives that allows each woman to be the artist of her beauty.
Star Products: Dianta, Galega
Price Points: \$21.25-\$45
Distribution: Beauty and Main, aquaviedayspa.com
2005 Est. Retail Sales: Industry sources estimate \$500,000



Fresh Scents Terri

Founded: 2002 in Agoura Hills, Calif.
Behind the Brand: Single mother and fragrance blender Terri Weitzman
Philosophy: Creating serious scents for the girl who wants to have fun and enjoy life.
Star Products: Breathe, Oh Baby
Price Points: \$25-\$48
Distribution: Select Nordstrom, freshscents-terri.com
2005 Est. Retail Sales: \$300,000



The House of Creative Scentualization

Founded: 1994 in Los Angeles
Behind the Brand: Perfumer and custom fragrance blender Sarah Horowitz Thran
Philosophy: Fragrance is a pure form of self-expression, bringing you back to yourself.
Star Products: Perfect Veil Eau de Parfum, Perfumers Palette in Vanilla
Price Points: \$30-\$95
Distribution: Apothia at Fred Segal, Barneys New York, select Bloomingdale's, Planet Blue, Studio at Fred Segal, beautyhabit.com, luckyscent.com
2005 Est. Retail Sales: \$650,000



I Profumi di Firenze

Founded: 1966 in Italy
Behind the Brand: Founder and perfumer Dr. Giovanni di Massimo, brought to the U.S. by artist Miryana Isabella Babic
Philosophy: 16th-century scents from the Renaissance handcrafted with organic botanicals.
Star Products: Caterina de Medici, Costa Mediterranea
Price Point: \$79
Distribution: Barneys New York, Jeffrey New York, Studio at Fred Segal
2005 Est. Retail Sales: \$750,000



Jalaine

Founded: 2004 in New York
Behind the Brand: Jalaine Sommers, former personal shopper and buyer for a high fashion clothing store
Philosophy: To create a luxe product that is beautifully packaged and contains 100 percent alcohol-free oil.
Star Products: Patchouli, Silk
Price Points: \$90-\$150
Distribution: Aedes de Venustas, luckyscent.com
2005 Est. Retail Sales: \$180,000

THE MAGAZINE ABOUT SHOPPING

www.luckymag.com

Lucky

JANUARY 2004

**Man
magnet
JEANS**

page 40

**BASICS
THAT
WON'T
BORE YOU**

**Lucky
Breaks**

page 110

**Look your
sexiest
LINGERIE**

page 63

**make it
new!**

- * 7 ways to wake up your wardrobe
- * style updates to cure the winter blahs
- * better skin while you sleep

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scents for everyone

People either embrace winter—with scents that are deep, warm, and spicy, or they fight it—with light, breezy, decidedly summery ones.

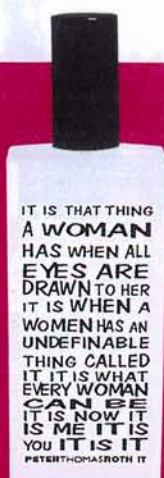
endless summer



MARC JACOBS ESSENCE Jacobs has amped up his loved-by-millions fragrance by strengthening the fresh gardenia and adding the slightest hint of bergamot and jasmine. Still crisp like the original, but with a kick. \$60, SAKS.COM



LANCÔME AROMA COOL AWAKENING BODY TREATMENT FRAGRANCE Airy, gentle, and utterly refreshing: a citrus-cedar combo that invigorates as it calms. \$40, LANCOME.COM



IT IS THAT THING A WOMAN HAS WHEN ALL EYES ARE DRAWN TO HER IT IS WHEN A WOMAN HAS AN UNDEFINABLE THING CALLED IT IT IS WHAT EVERY WOMAN CAN BE IT IS NOW IT IS ME IT IS YOU IT IS IT PETERTHOMASROTH IT

PETER THOMAS ROTH IT EAU DE PARFUM FOR WOMEN A delicious fresh floral that's light yet lasts. And we love the bottle. \$52, PETERTHOMASROTH.COM

FLOWER BY KENZO OIL Leaves your skin with the most amazing sheen and a gorgeous scent. \$50, SEPHORA.COM

warm and wintry

KATE SPADE WINTER BLOSSOM A mix of oak moss, vanilla, and vetiver along with sweet honeysuckle—woody, but surprisingly soft. \$80, NEIMANMARCUS.COM



BAGUTTA LIFE FRAGRANT OIL Six different scents that range from green tea to lime, all packaged in the coolest art deco bottles. Our favorite, the sweet amber, is the ultimate cozy fragrance. \$90, 212-925-5216

EMPORIO ARMANI NIGHT FOR HER A lovely mix of lily of the valley, teak, sandalwood and patchouli—elegant yet sexy, like an Armani suit. \$39.50, SEPHORA.COM



Rx-deluxe

After a car accident left her with chronic headaches and long hours on Wall Street made her exhausted, New Yorker Cheryl Sott discovered essential oils. "They really helped me," she says. So much so that she quit her job and created computer software to perfectly calibrate exact-right essential-oil formulas for alleviating ailments from headaches, allergies, and joint pain to nervousness and hangovers. Now you can get her incredible scrubs, oils, gels, and lotions custom mixed to treat what ails you.



AROMAPOTHECARY BUBBLE BATH, \$32, MASSAGE OIL, \$35, SCRIPS ELIXIRS, 212-941-4600



SCOTT: JEREMY BALDERSON; HAIR: VANDI MAKEUP; NATAASHA MORGAN FOR BRADLEY CURRY; STILL LIVES: SEBASTIAN COLLINGS.

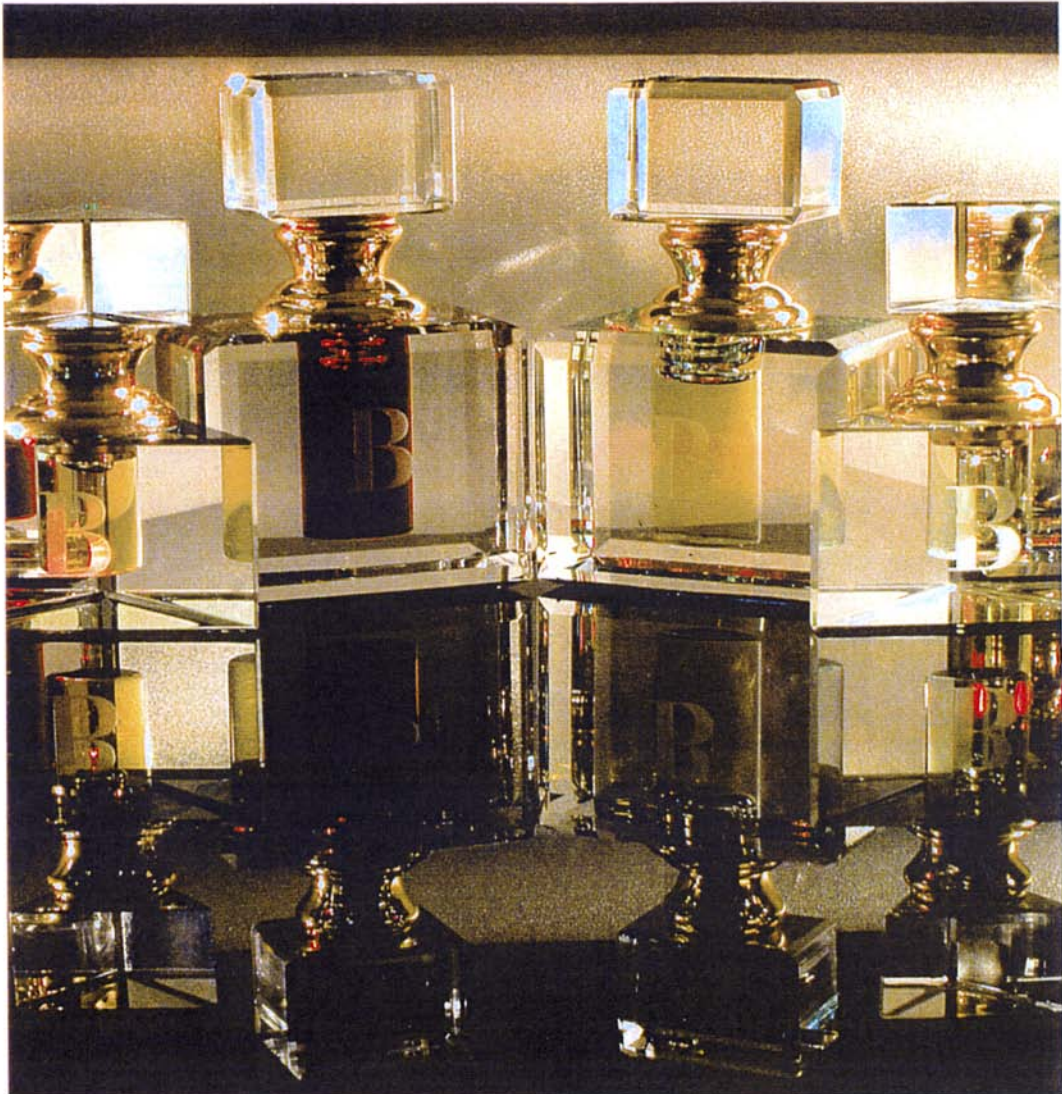


Fedes

New York

est. 1995

Edition VIII



BAGUTTA LIFE

BAGUTTA's creation of five perfume essences are masterpieces of unique origin. The scents are handmade, centered in luxurious, Italian crystal bottles and distributed in limited quantities. BAGUTTA LIFE PARFUMS are available in Patchouli, Lime, Ocean, Green Tea and Gardenia. Perfume 1oz Cristal Bottle S120, Perfume 0.2oz Cristal Bottle S90

DNR

FIRST IN MEN'S WEAR NEWS AND

\$10

MONDAY, SEPTEMBER 15, 2003



DKNY

Bagutta's New 'Life' Form

Soho retailer relocates, adds furniture, jewelry, fragrance, other categories

By JEAN E. PALMIERI

NEW YORK — It's where the 17th century meets the 21st century.

That's how Marc Bagutta describes his new lifestyle store, Bagutta Life, located at 76 Greene Street in the heart of Soho.

The 8,000-square-foot specialty store, which had a soft opening at the end of August, replaces a smaller 3,000-square-foot unit, called simply Bagutta, which had been on West Broadway for the past 16 years. The grand opening will be Friday, Sept. 19.

"It was time for Bagutta to go," the owner said last week. "And it was time to reinvent it as Bagutta Life."

The new store is located in a land-



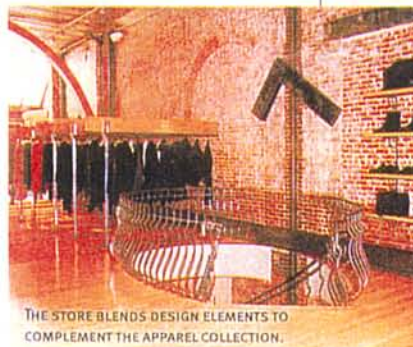
mark building and carries an eclectic mix of designer wear, furniture, jewelry and fragrance. Children's wear and a vintage department are in the cards. The added categories lead Bagutta to project annual sales of \$5 million, up from \$3 million in the old store.

Bagutta was the primary architect and designer of the new space, which includes arches inspired by a 17th-century church; brushed- and roped-steel fixtures; wood, cement and mosaic tile floors; 18-foot columns; a wrought-iron and limestone staircase; a skylight; and stained-glass windows.

Men's and women's apparel is now located together on the main floor. In

the old store, men's was on the main floor and women's on the lower level. Bagutta carries 10 to 12 men's wear designers including Prada—Bagutta Life is the only retailer in New York City outside of Prada's own store to carry the men's collection, Bagutta boasts—and Junya Watanabe to Christian Dior, Dolce & Gabbana, Neil Barrett and Demeulemeester. This fall he will add John Galiano men's wear, as well as If Six Was Nine.

The merchandise ranges from casualwear to formalwear and is chosen for its ability to appeal to a customer who is looking for fashion but is not trendy. "It's different," Bagutta said, pointing to a Prada pinstripe suit and a cracked leather, three-button Prada coat. "My job is to be the first one to find the best of the best. It's not the '80s anymore. If somebody is going to spend \$4,000 on a shearling, he wants to wear it more than once."



THE STORE BLENDS DESIGN ELEMENTS TO COMPLEMENT THE APPAREL COLLECTION.

He is helped in that task by Bernard Paul in men's and Jalaine Adamson Sommers in women's. It was Sommers who created the store's exclusive line of fragrant oils—four for women and two for men. The exotic furniture collection in the store, which ranges from beds to tables and picture frames, was designed by Ria & Yiouri Augousti.

So why did Bagutta opt to relocate in Soho instead of opening a store in another city? "New York is my soul," he responded. "I actually signed a deal for a store in Coral Gables but I pulled out. My heart just wasn't in it. This is my stage and this is where I will be judged."

PHOTOS BY TALAYA CENTENO

WWD FRIDAY

Beauty

Shopping, Bagutta

from page 3

Throughout the store includes sofas, cocktail tables, chairs and chests made of shagreen, alls and snowfish skins. The furniture, which is textured depending on the type of skin that is Art Deco shapes with prices ranging from ashtray to \$6,000 for a sha-

out of the store, Adamson has created a line of six scented fragrances sold in bottles for \$90 an ounce and uncens. Vintage and reproduction jewelry by Helen Res the same case and in-merald and ruby bracelet and a pair of 18-karat gold emerald chandelier ear-800.

's lower level, which is still will house children's wear evening wear. Bagutta says clients keep asking him for use they get all the modern need from designers who strut their catwalks.

who was born in Israel, first store at 386 West n 1986 with a small loan. xpanded, then moved to

the store's interiors were updated over the t; always seemed too cramped for Bagutta's e changed the design of the store on West ive times," he said. "We've reinvented our-



A Rochas by Olivier Theyskens dress.



Above: A view of Bagutta Life; Right: Jalaine Adamson Sommers and Bernard Paul.

selves every few years."

Bagutta designed most of the elements in the new store himself, including the brushed and roped steel fixtures, which resemble oversized clothing hangers suspended from the ceiling. Floors are a combination of

wood and mosaic, with tiles retrieved from the original store, embedded in cement to look old. The new mosaics were designed by Bagutta.

When layers of paint were removed from the back

wall and ceiling of the store, Bagutta made discovery of a skylight, which had been covered by the space's previous long-term tenant, the Bri house Bennison. Art such as Susie MacMurr lation — a dress made from 15,000 balloons gether — is displayed in the store and available for purchase.

"I worked on this project for four months, day," said Bagutta, speaking from a much-needed vacation in Cabo San Lucas, Mexico. "It took a tremendous amount of work. It's my dream."