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EDITOR: MEREDITH MELLING BURKE

Logged On

Every generation in fashion has its force to be reckoned with, but this group is the first of its kind. It blogs about style and is making a global industry sit up and take notice.

Hair: Wesley O'Meara for TRESemmé at the Wall Group; makeup: Rebecca Restrepo at the Wall Group. Details: see p. 118, issue.

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TECH TOOL
BlackBerry
Curve
8530, \$360;
blackberry
.com/curve.

RED CARPET

Catherine Kallon
Mélanie Laurent in Ralph Lauren.

REDCARPET-FASHIONAWARDS.COM

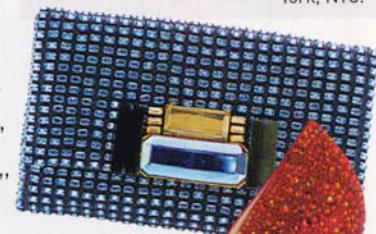
On Her Radar: SHINING YOUNG STARLETS

"Mélanie carries the shimmering look with such grace, Camilla is daring and youthful, and Zoe is sassy with a sophisticated edge."

Doo.Ri dress; the Room at the Bay, Toronto.



Camilla Belle in Giorgio Armani.



Anya Hindmarch clutch, \$895; (212) 343-8147.



Christian Louboutin peep-toe pump, \$3,175; Neiman Marcus stores.

Zoe Saldana in Versace.

3.1 Phillip Lim dress, \$995; (310) 358-1988.



HER BOOKMARKS
modelinia.com;
the90thminute.com;
bloomacious.org

Cesare Paciotti shoe, \$500; (310) 273-3220.

Tom Binns Design earrings, \$190; Tom Binns Megastore, NYC.



Kallon follows celebrity big-event dressing. Juan Carlos Obando belted dress, \$1,965; Louis Boston, Boston. Lanvin heels, \$980; Barneys New York, NYC.

point . . . as long as they have a laptop and a Wi-Fi connection, they can engage and participate in the conversation.

Still, talking and being listened to are two very different things. Just what made the industry sit up and take notice at this moment? It wasn't as if there weren't previous blogs discussing, dissecting, and sometimes plain old dissing style. And surely it has to be more than Dolce & Gabbana's putting four bloggers (Bryanboy, Doré, Ton, and Sartorialist Scott Schuman) in the front row of their spring 2010 show, a smart/cynical/



INSIDE OUT
SELBY GETS UP CLOSE AND PERSONAL WITH THOSE HE SHOOTS FOR THESELBY.COM.

surreal moment intended to depict a dramatically different fashion hierarchy.

In part it's the economy. As the recession decimated stores, brands, and businesses, not to mention the desire to shop, bloggers were there, lavishing attention on fashion, cheerleading its relevance. "I believe in the dream of fashion," says Doré. "I'm friendly and positive and passionate about it. I don't attempt to democratize it but to show what I love." And the industry, realizing the kind of loyal global following that bloggers can command, is only too happy to return that love. "If I want to shoot a Balmain dress," Doré says, "it's not a problem, even though the house doesn't loan its clothes to every magazine."

Balmain and all the rest are only too aware that bloggers can do the one thing everyone wants to do these days: connect. The industry has watched as ever more rapid technological developments have radically changed how you make contact with people. Lancôme signed Phan on the strength of the numbers she generated with her homemade videos. Since then, she has been creating tutorials for the Lancôme Web site (as well as developing a line *index* >523

Kallon: SUSANNA HOWE. Stings: Editor: Heidi Bivens; hair: Andre Gunn, using TRE Semmes, at the Wall Group; makeup: Stevie Hynth at the Wall Group. Logo: Courtesy of Catherine Kallon; Saldaña: ALBERTO E. RODRIGUEZ/WireImage.com; Belle: REUTERS/MARIO ANZUONI/Landov; Laurent: JESSE GRANT/WireImage.com; earrings: Courtesy of Tom Binns Design; clutch: Courtesy of Anya Hindmarch; pump: Courtesy of Christian Louboutin; shoe: Courtesy of Cesare Paciotti; Selby: BILL GENTLE; all others: LIAM GOODMAN

for the company). "I think they feel," she says. "'Michelle's established and reaches out to people. We don't need to spend a lot of money to do it.'"

She's not the only one whose blog has brought success from those keen to collaborate and identify themselves with a new generation of media-ites. There are books being published (Selby, Rodic, Tomer), T-shirt lines being created (Doré for the Gap, Selby for Uniqlo), advertising campaigns being shot (Lacoste by Rodic, Cole Haan by Selby, Lane Crawford by Ton). Yet do we want our bloggers to become part of the industry? "My blog still feels like a hobby," says Kallon. "If that changed, I might feel different. I like the outsider status." One way they're preserving their status is by being picky about advertising. Tech, yes. Fashion, no. They don't want to be beholden.

STREETS AHEAD

TOMMY TON'S JAKANDJIL.COM HAS ELEVATED STYLE REPORTAGE TO A WHOLE NEW LEVEL.



Yet here's the thing: What constitutes inside and outside is changing anyway. "I'm treated like an expert on fashion," Tomer says, "even though I don't work at a magazine or go to shows." Blogging has become a profession, even if no one has worked out the full terms and conditions yet. "I don't know what *professional* means anymore," Selby says. "I give myself assignments and shoot them and show them for free. It's a totally new way of thinking about things."

Let's add one thing to that job description: You can become public property, with virtually no division between what you do and who you are. "Blogging has evolved into a mix of work and personal life," says Rodic. Having made fashion accessible to all, they're out there, too. Doré gets stopped on the street three times on a December SoHo afternoon. Ton is snapped on a camera phone at Whole Foods on [index >524](#)

Video: Meet the bloggers! Go to [vogue.com](#) for exclusive footage and interviews.

TRIBAL FLORAL MIX



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ABOVE: Lyn Devon shirt, \$475; Louis Boston, Boston.
RIGHT: Jimmy Choo stiletto, \$1,395; Jimmy Choo stores.



Topshop scarf, \$50; topshop.com.

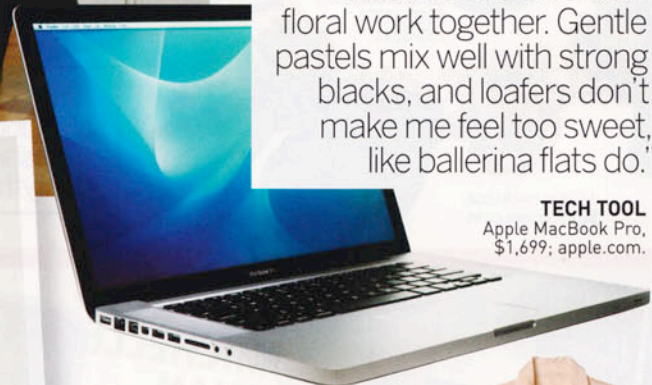
HANNELI

Hanneli Mustaparta

HANNELI.COM

On Her Radar:
A TRIBAL/FLORAL MIX, LOAFERS, AND PASTELS.

"It's fun to see tribal and floral work together. Gentle pastels mix well with strong blacks, and loafers don't make me feel too sweet, like ballerina flats do."



TECH TOOL
Apple MacBook Pro, \$1,699; apple.com.



LOAFERS

FAR RIGHT: Tommy Hilfiger blouse, \$198; [212] 223-1824.
RIGHT: Sebago loafers.



PASTELS

Ann Taylor ring, \$48; annataylor.com.



Opening Ceremony dress, \$635; [212] 219-2688.



Cole Haan loafers, \$99; colehaan.com.



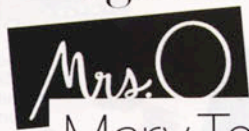
Brahmin purse, \$395; brahmin.com.

HER BOOKMARKS
[jakandjil.com/blog](#);
[hedislimane.com/diary](#);
[purple-diary.com](#)

Mustaparta and logo: Courtesy of Hanneli Mustaparta; scarf: Courtesy of Topshop; stiletto: Courtesy of Jimmy Choo; Ton: HANNELI MUSTAPARTA; all others: LIAM GOODMAN.

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Mary Tomer

MRS-O.ORG

On Her Radar:
STATEMENT
JEWELRY

"Although secondary by definition, for Mrs. Obama, accessories are almost always front and center."

Michelle Obama, with a vintage pin and J.Crew gloves, on Inauguration Day, 2009.



Kenneth Jay Lane brooch, \$200; (877) 953-5264.

J.Crew necklace, \$295; jcrew.com.

TECH TOOL
Apple iMac, \$1,499;
apple.com.

HER BOOKMARKS
stylebubble.typepad.com;
fashionintel.com;
prettythings.blogs.com

Tomer's blog chronicles the First Lady's style. Matthew Williamson dress, \$1,495; Matthew Williamson, NYC. J.Crew necklace, \$128; jcrew.com.

ALWAYS ON THE MOVE
RODIC SCOURS THE GLOBE IN SEARCH OF TRUE STYLE FOR FACEHUNTER.BLOGSPOT.COM.



the Lower East Side while being interviewed for this story, and before you know it, "Vogue is covering bloggers!" is whipping through cyberspace. On the morning of the photo shoot, Bryan-boy and Kallon have just finished a coffee run when he feels his Nokia smart phone vibrate. The new E-mail reads:

I was standing right near you in the Starbucks by Bryant Park this a.m. You were with a very tall girl who was carrying the Alexander Wang Coco duffel (so jealous). I came over and stood next to you in a horribly awful, black, long North Face puffy coat (hey, it was cold this morning!). I wanted to say hello but didn't want to seem like a crazy blog reader. Anyway, I enjoy your blog, and it was great to see you in real life. Loooved your sweater.

—MARK HOLGATE

Tomer and Phan: SUSANNA HOWE. Obama: AP Photo/JEFF CHRISTENSEN; logo (Mrs. O): Courtesy of Mary Tomer; logo (Michelle Phan) and renderings: Courtesy of Michelle Phan; painting: Courtesy of James Jean; necklace: Courtesy of J.Crew; mascara: NAZA YOUSEFI; all others: LIAM GOODMAN.

MICHELLE PHAN

Michelle Phan

MICHELLEPHAN.COM

On Her Radar:
MODERN-
ROMANTIC
MAKEUP

"Inspired by James Jean, it's a look that plays with textures and colors."



TECH TOOL
Apple iPhone 3GS,
\$199; Apple stores.

Lancôme Oscillation Powerfoundation, \$48; lancome-usa.com.

Yves Saint Laurent Blush Variation In #2 Pink Bloom, \$44; yslbeautyus.com.



1. The Inspiration
Vanity, by James Jean
(oil and pastel, 2008).



2. The Rendering
Phan's digital painting of bold color combinations.

3. The Result
"Glossy lids, fuchsia matte lips, and creamy, peachy cheeks!"



HER BOOKMARKS
catwalkqueen.tv;
frugal-fashionistas.com;
bellasugar.com

Lancôme Color Design Matte Lipstick in Posh Pink, \$22; lancome-usa.com.

Shu Uemura drawing pencil in M Brown 02, \$19; shuueamura-usa.com.

Lancôme Oscillation mascara in black, \$34; lancome-usa.com.

Phan reports on beauty trends. Helmut Lang blazer (\$585), T-shirt (\$185), and pants (\$320); (212) 242-3240. Alexandre Birman booties, \$350; bergdorfgoodman.com.