

# AVENUE

DECEMBER 2012

## AMANDA HEARST

Dog's Best Friend

## A FEW GOOD MEN

Meet some of Manhattan's  
most eligible bachelors

## 2012's MOST TALKED ABOUT PEOPLE

Alec Baldwin, The Brant Brothers,  
Nora Ephron, Kristen Gillibrand,  
Katie Holmes, David Koch, John  
Paulson, Nat Rothschild, Lauren  
Santo Domingo and many more



# THE MOST TALKED ABOUT 2012

A look back at the most Googled, tweeted and  
discussed people of the year



## ... STYLE

by Suzanne Weinstock Klein

### Major Designer Moves

Some of the world's biggest fashion houses played musical chairs with their designers in 2012. The house of Dior finally found a successor to **John Galliano**—who was fired after being caught making uncouth comments in a Paris café—in **Raf Simons**. **Jil Sander** herself, who came out of retirement to reclaim the role, then filled the opening at Jil Sander. Both designers' debuts were warmly greeted while **Hedi Slimane's** takeover of Yves Saint Laurent from **Stefano Pilati**—including a retro-branding of the ready-to-wear line as Saint Laurent Paris—has been more controversial. Pilati has unsurprisingly landed on his feet as head designer at Zegna.

### Claire Distenfeld opens FiveStory

New York has finally found its answer to Paris's Colette courtesy of 26-year-old **Claire Distenfeld**. The daughter of exotic skins importer **Fred Distenfeld** opened a concept store in April at 18 East 68th Street that brings together impeccably curated and unexpected selections of womenswear, menswear, kids, jewelry, shoes, accessories, art and home goods in a multi-story space designed by **Ryan Korbon**. The opening was attended by fashion world heavyweights including **Natalie Joos**, **Miroslava Duma**, **Annabelle Dexter-Jones**, **Stephanie LaCava** and **Lisa Perry** boding well for the growth of a chic clientele.



**IT'S A FIVE STORY:** Claire Distenfeld's concept boutique *FiveStory* combines an intriguing atmosphere with perfectly curated finds. It caters to an ultra chic clientele with unique and opulent offerings... what could possibly please the Upper East Side crowd more?

### Aerin Lauder launches Aerin LLC

Beauty heiress **Aerin Lauder** once again proves she's far more than just a pretty face by launching a her own global luxury line in addition to her role as style and image director for the family business Estée Lauder. The Aerin Essentials beauty line hit store in August, and tabletop and home objects will be available in time for the holidays while a slew of offerings will roll out in Spring 2013 including footwear, furniture, fabric and area rugs.



### The passing of Bloomingdale's CEO Marvin Traub

When department store titan Marvin Traub passed away from bladder cancer at the age of 87 in July, the entire fashion industry mourned the loss of a legend who built Bloomingdale's from a family department store into a global luxury powerhouse in the 1970s and 80s. Although he retired in 1992, Traub has remained loved by the many industry insiders he has mentored and met over the years. Among the 1,000 who mourned at his funeral were **Ralph Lauren**, **Leonard A. Lauder**, **Terry J. Lundgren**, **Michael Gould**, **Roger Farah**, **Philip Miller** and **Stephen L. Sadove**.



**DANCE, VALENTINO, DANCE:** Valentino Garavani does an encore for the New York City Ballet; the famed fashion powerhouse created 16 costume designs.

## Valentino comes out of retirement

Although he has not returned to his eponymous fashion line, **Valentino Garavani** did come out of retirement for the New York City Ballet. The renowned designer created 16 costume designs for a ballet set to selections from Tchaikovsky's "Eugene Onegin" and for pieces set to music by **Duke Ellington**, **Fred Astaire**, **Max Richter** and **Dinah Washington**. The designer's star power drew a diverse group of bold-faced names to the ballet's fall opening from fashion, society and Hollywood including: **Barry Diller**, **Barbara Walters**, **Dianne von Furstenberg**, **Tory Burch**, **Eugenie Niarchos**, **Chado Ralph Rucci**, **Martha Stewart**, **Sarah Jessica Parker**, **Zani Gugelmann**, **David & Julia Koch**, **Elettra Wiedemann**, **Jamie Tisch** and many more.

## Katie Holmes steps out of Tom Cruise's shadow

Following the split from her famous husband, **Katie Holmes** has emerged as a both a budding fashion industry force and New York City fixture. In September, Holmes and stylist **Jeanne Yang** presented their **Holmes & Yang** collection at New York Fashion Week for the first time and Holmes signed a major deal as the face of **Bobbi Brown** cosmetics including her own capsule collection. In her spare time, Holmes has been spotted all over town with daughter **Suri Cruise** including at prestigious, for-profit prep school **Avenues** where the pint-sized fashion icon enrolled in September.



**HOLMES' NEW HOME:** Katie Holmes and Jeanne Yang present their **Holmes & Yang** collection New York Fashion Week.

## Lauren Santo Domingo and Aslaug Magnúsdóttir's Moda Operandi Raises \$36 million

These two fashion moguls raised a hefty \$36 million Series C round of financing for their online retail site, **Moda Operandi**, which offers shoppers the ability to pre-order clothes and accessories long before they are available in stores and often straight from the runway. **RRE Ventures** led the round this past June along with several strategic investors such as **IMG** and **LVMH** along with the participation of previous investors **New Enterprise Associates**, **New Atlantic Ventures** and **Condé Nast**. The influx of cash has been used to make a number of high profile hires including **Marie Claire's Taylor Tomasi Hill** as Artistic Director, **Neiman Marcus's Roopal Patel** as Fashion Director and **Net-a-Porter's Ashley Morgan** as Chief Marketing Officer—who happens to be sister to **Lucky Magazine's Alexis Bryan Morgan** and daughter of longtime **Anna Wintour** beau **Shelby Morgan**.

**MODA OPERANDI IS ON FIRE:** Lauren Santo Domingo and Aslaug Magnúsdóttir attract a number of high-profile investors to their shop-the-runway site **Moda Operandi**.

