

# Ready to Where?



FASHION WEEK IS REALLY FASHION MONTH--LONDON, MILAN, AND PARIS FOLLOW RIGHT AFTER NEW YORK.

the FASHIO

AS THE EDITOR, IT'S MY JOB TO ORGANIZE THE WRITERS AND PHOTOGRAPHERS WHO ARE RUNNING AROUND MADLY TO THE SHOWS. NO MATTER HOW MUCH I ORGANIZE, THERE IS ALWAYS A CRISIS. AS WE ALL UNRAVEL, EVERYTHING BECOMES EXTREME.



ATHENA, HOW MANY SHOWS ARE WE COVERING THIS SEASON?

FIFTY-THREE SO FAR... I CAN'T GET ANYONE INTO ZACK POSEN OR ALEXANDER WANG.



"NICHOLAS ALWAYS GETS INTO THE WANG AFTER PARTY, THOUGH. LAST TIME, HE CRAWLED THROUGH THE ELEVATOR SHAFT AND GOT SOME GOOD PICTURES."



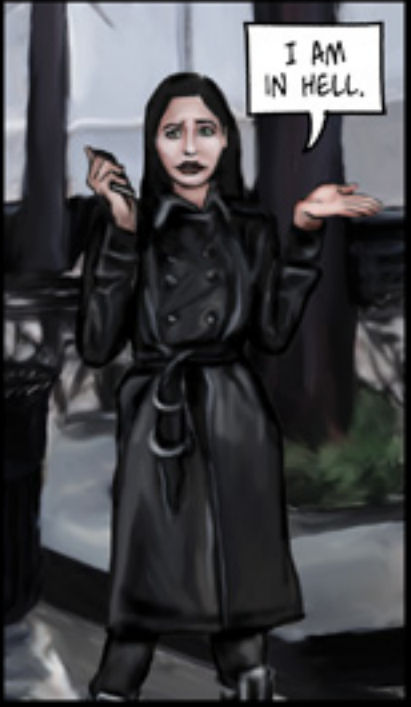
BY THE END OF IT, THE ENTIRE TEAM IS EXHAUSTED, SICK, AND FRESH OUT OF XANAX. HOW GLAMOROUS...



ATHENA PARK, THIS IS FRAN, THE FASHION INFORMER. I KNOW I COMMITTED TO COVERING FORTY SHOWS FOR YOU, BUT I GOT A BETTER OFFER FROM VOGUE.

WHAT? DAY ONE IS ALMOST OVER AND I HAVE NO CONTENT!

I JUST GOT A WEIRD EMAIL FROM THAT FASHION EXPERT CHICK SAYING SHE'S BREAKING CONTRACT? YOU'D BETTER FIGURE SOMETHING OUT, FAST. BY THE WAY, THE SITE'S DOWN. THE AD CLIENTS ARE FREAKING OUT. CALL YOU LATER.



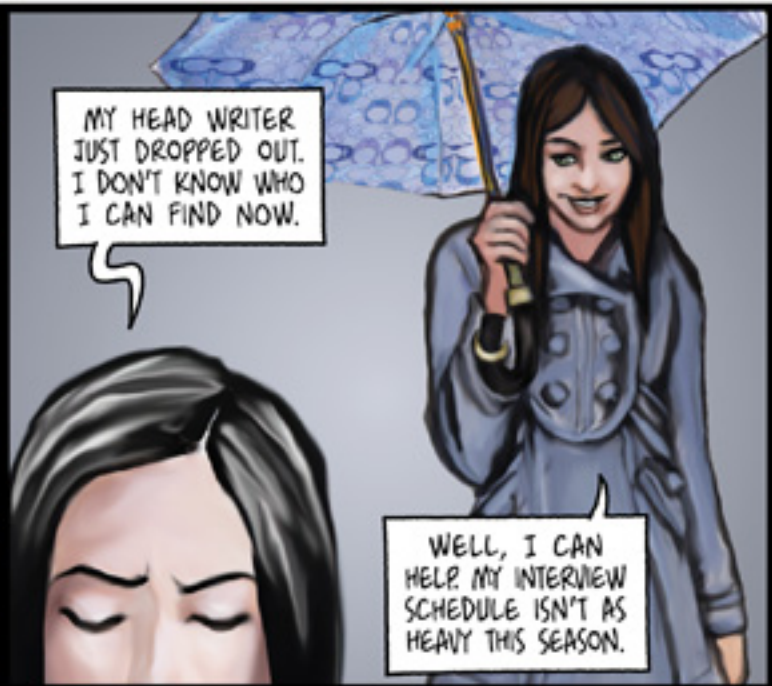
I AM IN HELL.



AND IT'S RAINING.



YOU OKAY, ATHENA? IT'S ONLY DAY ONE! WE HAVE A LONG WAY TO GO.



MY HEAD WRITER JUST DROPPED OUT. I DON'T KNOW WHO I CAN FIND NOW.

WELL, I CAN HELP. MY INTERVIEW SCHEDULE ISN'T AS HEAVY THIS SEASON.



YOU'RE THE BEST! SEND ME YOUR SHOW LIST?

SURE. I'VE GOT TO GO SEE PROENZA NOW.

YOU GOT AN INVITE TO PROENZA SCHOULER?



YEAH. I WENT TO SCHOOL WITH THOSE GUYS...YOU KNOW HOW IT IS.

BEING THE EDITOR OF *THE FASHION SOURCE* IS INTERESTING. THE PARTIES, THE SHOWS, THE ECCENTRIC CHARACTERS. SOME DAYS, I THINK I'M LIVING THE NEW YORK DREAM...ON OTHER DAYS, "WHERE THE HELL AM I?"



WHENEVER I AM IN AN UNCOMFORTABLE SITUATION, I THINK, "WHAT WOULD RUTGER DO?"

HEY ATHENA, I'M ALMOST FINISHED WITH THAT INTERVIEW WITH THE DANE. HE'S A CREEP. I SWEAR HE SLIPPED SOMETHING IN MY DRINK AT THE NYLON PARTY... I'VE NEVER BLACKED OUT BEFORE.

I'VE HEARD SOME SLEAZY STORIES ABOUT HIM. MAYBE HE'S TRYING TO GET SOME PUBLICITY FOR HIS NEW ALBUM SINCE THE LAST ONE DIDN'T DO SO WELL.



DONNA, WOULD YOU PLEASE UPLOAD NICHOLAS' PHOTOS TO THE GALLERIES?

I HAVEN'T EVEN FINISHED COLLEGE YET, AND ALREADY I HAVE A JOB MOST GIRLS IN NEW YORK WOULD KILL FOR. AND THEY SURE LOVE ME AT THE FASHION SOURCE. THEY CALL ME "THE RUSSIAN SPY" BECAUSE I WAS BORN IN RUSSIA TO PARENTS WHO WORKED AS COMPUTER SCIENTISTS AFTER THEY CAME TO THE U.S.

I CAN FIND OUT YOUR HOME ADDRESS, YOUR GRANDMA'S PHONE NUMBER, YOUR PRIVATE EMAIL, WHERE YOU WENT TO ELEMENTARY SCHOOL, HOW YOU GET TO WORK IN THE MORNING AND WHETHER YOU HAVE ANY CHILDREN.

BUT I LEARNED EVERYTHING MYSELF.

WE DON'T ALWAYS NEED THIS INFORMATION, OF COURSE. BUT IT'S FUN FOR ME TO FIND OUT...



THE DANE WAS THE WORST RELATIONSHIP I'D EVER HAD IN MY LIFE. HE WASN'T EVEN THAT ATTRACTIVE...HE WAS JUST STRANGE AND EUROPEAN, AND I FELL FOR IT.



I DON'T EVEN KNOW HOW I GOT BACK TO MY APARTMENT. I WOKE UP ON THE KITCHEN FLOOR, AND HE WAS SITTING ON MY COUCH WATCHING ME, AND TALKING ON HIS CELL PHONE.

I DON'T THINK ANYTHING HAPPENED, BUT STILL!



I HAVE A HEADACHE.



LESSON #1 IN FASHION: DO NOT DATE ROCK STARS. ESPECIALLY B-LEVEL ROCK STARS. IT'S DÉMODÉ.



RUTGER IS A DESIGNER I HAVE BEEN AWARE OF SINCE I WAS A TEENAGER, READING VOGUE AND DREAMING OF FASHION. ALTHOUGH I'VE ALWAYS ADMIRED HIS WORK, HIS VISAGE DIDN'T APPEAR UNTIL RECENTLY. I WAS TRANSCRIBING AN INTERVIEW I'D DONE WITH A PHOTOGRAPHER WHO I HAD A CRUSH ON, AND ALL OF A SUDDEN THIS ECCENTRIC BLUE-HAIRED MAN WAS LOOKING OVER MY SHOULDER WHILE I TYPED, TELLING ME THAT I HAD BETTER NOT **DARE** TO CONSIDER GUYS WHO ONLY DATE 18-YEAR-OLD MODELS. I WAS STARTLED BY HIS ABRUPT MANNER, BUT THEN I GOT USED TO HIM.



MAYBE HE'S A MASTER AT ASTRAL PROJECTION, OR MAYBE HE'S THE VOICE OF MY INTUITION. WHATEVER THE CASE, RUTGER IS **EPIC**.



THE STORIES AND PHOTOS ARE COMING THROUGH WITHOUT A HITCH. NOW I CAN HAVE SOME FUN AND GO TO A SHOW.



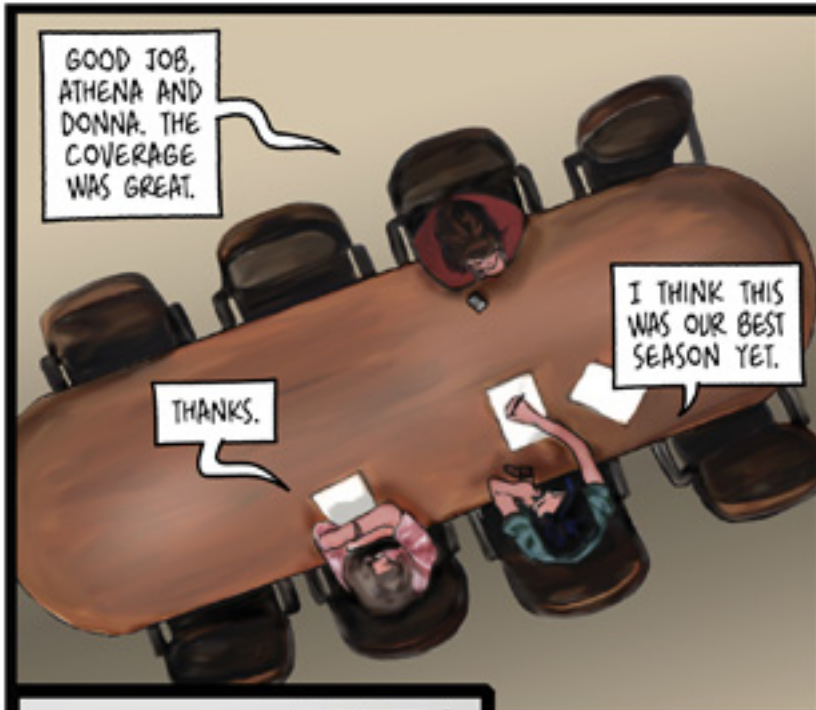
HERE'S THE HIERARCHY: CELEBRITIES AND PRINT MAGAZINE EDITORS SIT IN THE FRONT ROW, CLIENTS WHO WILL BUY THE CLOTHES IN THE MIDDLE, BLOGGERS IN BACK.



THE GOWNS ARE BEAUTIFUL, AND I LIKE WATCHING THAT FASHION EDITOR TAKE HER SUNGLASSES ON AND OFF, EVEN THOUGH I CAN'T DECIPHER THE CODE.

DON'T GET TOO EXCITED, ATHENA. YOU HAVEN'T REALLY ARRIVED UNTIL THEY SEAT YOU IN ROW THREE.





GOOD JOB, ATHENA AND DONNA. THE COVERAGE WAS GREAT.

I THINK THIS WAS OUR BEST SEASON YET.

THANKS.



I DON'T TELL HER MY BATTLE STORIES ABOUT HOW WRETCHED IT IS TO TAKE THE SUBWAY WHILE WEARING HEELS, AND THE DILEMMA OF NOT KNOWING WHERE TO CHECK THE PUFFY WINTER COAT... FASHION IS SUPPOSED TO BE GLAMOROUS!



SO WHAT'S NEXT?



LONDON, MILAN, AND PARIS. THEN THE TREND ARTICLES BEGIN... AND BEFORE WE KNOW IT, N.Y.F.W. WILL BE HERE AGAIN.

MANHATTAN IS FULL OF DIRTBAGS. A LOT OF DECENT GUYS LIVE IN BROOKLYN, SURE--BUT WHO WANTS TO COMMUTE? AND SO, WOMEN PIN THEIR HOPES ON THE FASHION PARTY, HOPING THEY'LL MEET SOMEONE.



IT'S ALWAYS THE SAME PEOPLE: EDITORS, ASSISTANTS, MODELS, PUBLICISTS FRANTICALLY HANDING OUT THEIR BUSINESS CARDS. THE HOT GUYS WHO MAKE AN APPEARANCE ARE USUALLY LOOKING TO MEET OTHER HOT GUYS. AND SOME TERRIBLE GUY YOU'VE DATED ALWAYS SHOWS UP. SO YOU NEED TO BE READY.



RULE #1 OF SURVIVAL IN NEW YORK: A GIRL CAN'T STAY HOME JUST TO AVOID A DIRTBAG EX. IT'S BETTER TO MAKE A DRAMATIC APPEARANCE IN A HERVE LEBER BANDAGE DRESS, FOR EXAMPLE.



ATHENA, WEAR RED LIPSTICK TONIGHT. CHANEL!

YOU'RE SO DEMANDING...

## ATHENA'S GUIDE TO PERFECT RED LIPS

1. CHOOSE A RED THAT SUITS YOUR SKIN TONE AND EYE COLOR. THE BEST REDS ARE TRUE REDS, WHICH STRIKE THE PERFECT BALANCE BETWEEN WARM AND COOL. BE CAREFUL OF ORANGE-REDS, WHICH TEND TO BE TOO BRIGHT (CLOWNISH), AND BLUE-BASED REDS, WHICH TEND TO BE TOO DARK (VAMPIRIC).

2. YOU SHOULD FIND A LIPSTICK THAT LOOKS MATTE, BUT WHICH IS MOISTURIZING. SOMETIMES CHANEL WILL COME OUT WITH A GREAT RED, BUT YOU ARE MORE LIKELY TO STRIKE GOLD WITH NARS' "JUNGLE FEVER" OR MAC'S MATTENE LIPSTICK IN "SERIOUSLY RICH."

3. NEVER USE GLOSS ON TOP UNLESS YOU WANT YOUR LIPSTICK TO BLEED. GLOSS IS BEST SUITED FOR PHOTO SHOOTS AND RUNWAY, NOT WHEN YOU ACTUALLY NEED TO MOVE YOUR MOUTH AND LOOK PRETTY.

4. USE A LINER THAT MATCHES. APPLY TWO LAYERS, AND BLOT AFTER THE FIRST LAYER.

5. IF YOU ARE GOING TO WEAR RED LIPS, KEEP THE EYES LIGHT, AND USE LOTS OF MASCARA AND BLUSH ON THE APPLES OF YOUR CHEEKS SO THAT YOU LOOK MORE LIKE DITA VON TEESE THAN VAMPIRELLA.





APPARENTLY, HE STILL PREFERENCES BLONDES.

KEEP WALKING!

A WOMAN SHOULD NEVER LOOK AS THOUGH SHE'S TAKEN A BULLET TO THE HEART.

LOOKING GOOD IS THE BEST REVENGE, SO HERE I AM ARMED WITH A LEXER DRESS, AND LOUBOUTIN HEELS THAT MAKE ME TOWER OVER EVERYONE. RUMOR HAS IT THAT THE DANE WILL BE HERE TONIGHT... THE WORST MISHAP OF MY ENTIRE DATING CAREER.

I THOUGHT HE WAS DIFFERENT. HE LIVED IN MY NEIGHBORHOOD. THEN HE TOLD ME HE WAS SLEEPING WITH HIS PLATINUM-HAIRED BAND MATE. NEVER TRUST A MUSICIAN.



ATHENA, I'VE BEEN DESPERATELY TRYING TO GET A HOLD OF YOU! WE WANT THE FASHION SOURCE TO GET INVOLVED IN AN EVENT WE'RE PUTTING TOGETHER.



WU TANG IS SPONSORING A "NEW DESIGNERS" CONTEST.

WORK HAS BEEN CRAZY...CAN YOU CALL ME MONDAY? I REALLY JUST NEED TO HAVE A DRINK AND RELAX TONIGHT.



ATHENA, WOW...YOU LOOK GREAT.



WASN'T HE MISSING A TOOTH WHEN YOU DATED? MAYBE HE FIXED IT TO IMPRESS YOU.



I'VE BEEN THINKING ABOUT YOU.

I STILL HAVE THE SAME PHONE NUMBER.

WE SHOULD TALK. WHAT ARE YOU DOING AFTER THIS?



GOING HOME.

CAN I GO WITH YOU?




FORGET IT. I DON'T DATE MUSICIANS ANYMORE.

ESPECIALLY B-LEVEL ONES.



I CANNOT BELIEVE IT!  
I WENT INTO FOREVER  
28 AND SAW THE EXACT  
REPLICA OF MY LATEST  
NECKLACE...ONLY IN  
CHEAP PLASTIC! WHAT'S  
THE POINT OF BEING  
A DESIGNER IF TACKY  
STORES ARE GOING  
TO RIP ME OFF?


THAT'S  
UNFORTUNATE.  
WHAT ARE YOU  
GOING TO DO?




WE DO NOT TOLERATE SUCH  
THINGS IN THE CZECH REPUBLIC.  
THAT'S WHY I HAVE A SECURITY  
TEAM--ALTHOUGH SOMETIMES  
I PREFER TO DEAL WITH SUCH  
THINGS MYSELF.

OLGA, YOU CAN'T  
BEAT PEOPLE UP IN  
NEW YORK. YOU HAVE  
TO CALL A LAWYER,  
AND HANDLE IT  
THAT WAY.

OH, WHAT'S  
THAT GOING  
TO DO?



IT MIGHT TAKE A COUPLE  
OF WEEKS, BUT HAVE HIM  
SEND A CEASE-AND-DESIST  
LETTER. MAKE THE STORE  
PULL THE KNOCK-OFFS  
FROM THE SHELVES.



HMM. HEY,  
THAT MIGHT MAKE  
FOR SOME GOOD  
PRESS. MY FANS  
WILL LOVE IT!





LOOK AT HIM--HE'S HOT. EXCEPT HIS SHOES AREN'T RIGHT.

I HAVE A TYPE.

OLGA, I AM ALWAYS SURPRISED BY HOW SPECIFIC YOU ARE WHEN IT COMES TO MEN.

SO THE CEASE-AND-DESIST AGAINST FOREVER 18 WORKED?

ABSOLUTELY. THOSE JERKS WON'T BE STEALING MY DESIGNS ANY TIME SOON.


WHAT'S NEXT?

WELL, I'M ALREADY WORKING ON A NEW COLLECTION OF RINGS INSPIRED BY NEW YORK CITY NEIGHBORHOODS.

THEY'RE HUGE AND ANGULAR, AND NO ONE'S EVER DONE ANYTHING LIKE IT--THE SOHO DESIGN IS MY FAVORITE.

THE PRESS WILL LOVE IT!

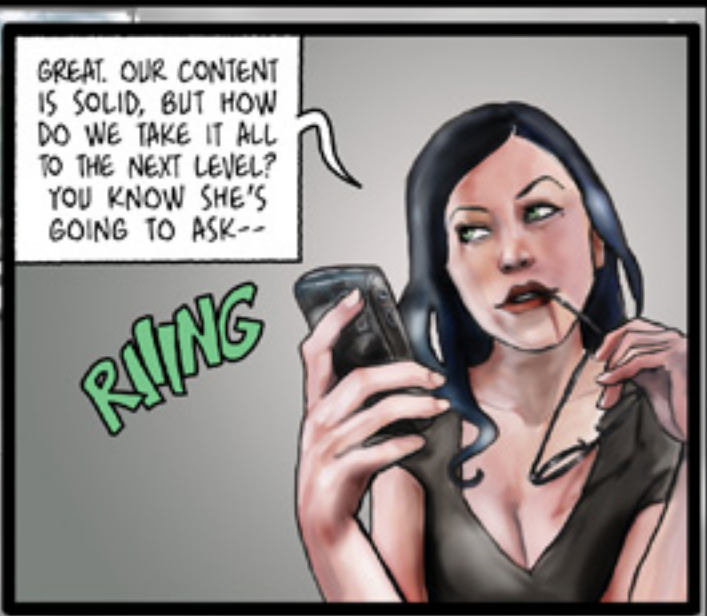




ALL RIGHT, SO WHILE WE'RE WAITING FOR ROXIE'S CALL, LET'S GO OVER OUR NEW COLUMN IDEAS FOR SECOND QUARTER.

MUSIC AND FASHION. TREND FORECASTS.

FASHION AND FILM. BLOGGER STYLE.




GREAT. OUR CONTENT IS SOLID, BUT HOW DO WE TAKE IT ALL TO THE NEXT LEVEL? YOU KNOW SHE'S GOING TO ASK--

RING



THE SITE REDESIGN LAUNCHES NEXT MONTH. SO WE HAVE TO PRODUCE DOUBLE THE CONTENT.



DOUBLE? HOW ARE WE GOING TO DOUBLE OUR WORKLOAD WHEN WE'RE UNDERSTAFFED?

GUESS YOU'D BETTER GET SOME INTERNS.

THE FASHION SOURCE IS MY PET PROJECT, AND ALTHOUGH I AM MOSTLY AT HEAD OFFICE, I DO GET TO GO WORK WITH ATHENA AND DONNA OFTEN ENOUGH TO KEEP MY EAST COAST TOUGHNESS INTACT.

I GREW UP IN NEW YORK, BUT I MOVED TO L.A. TO WORK IN THE DIRTY BUSINESS OF MUSIC. I LEFT THAT BEHIND FOR SITE PRODUCTION.

ROXIE, I NEED MORE TIME TO WORK ON THE CMS.

SNAP TO IT, ED! THE SITE'S BEEN DOWN FOR AN HOUR.



LADIES AND GENTLEMEN, IF FASHION IS A CARNIVAL AND YOUR DREAM IS TO ONE DAY BE RINGMASTER, THEN YOU HAVE TO PAY YOUR DUES...YOU HAVE TO SUFFER.

BEHOLD, THE INTERNS!

FASHION

FASHION

FASHION



GIRLS, WELCOME TO THE FASHION SOURCE. OVER THE NEXT TWO WEEKS YOU WILL BE GIVEN VARIOUS ADMINISTRATIVE TASKS, AND WE WILL DETERMINE YOUR STRENGTHS AND WEAKNESSES.

RE-SIZING IMAGES, FOR EXAMPLE, IS NOT EASY. YOU HAVE TO HAVE AN AESTHETIC SENSIBILITY.



WILL WE BE ASKED TO DO ANY WRITING?

WHAT'S YOUR NAME?

JENNIFER.



WELL, JENNIFER, INTERNS MUST PROVE THEMSELVES BEFORE THEY ARE GIVEN ADDITIONAL RESPONSIBILITIES. IT WILL BE QUITE SOME TIME BEFORE YOU GET TO WRITE ANYTHING.




HEY, I'VE GOT SOME HOT PICTURES FOR YOU, ATHENA... THE RODARTE SISTERS THREW A ROOFTOP PARTY IN BROOKLYN LAST WEEKEND.

BUT THEY LIVE IN L.A.

YEAH, BUT ALL THE COOL PARTIES ARE IN BROOKLYN NOW. THEY RENTED THE SPACE FOR THE NIGHT.

SO I HEAR. BUT I HATE TAKING THE SUBWAY, AND HIPSTERS ARE ANNOYING.



SO HOW DID YOU GET INTO THIS ONE?

"DOLL, I KNOW EVERYONE. PLUS IT WAS IN MY NEIGHBORHOOD, SO I FOLLOWED THE LIMOS... IF YOU WALK IN WITH A COOL GROUP OF PEOPLE, THERE'S NEVER A HASSLE."

SOMETIMES I THINK ABOUT THE AMERICAN DREAM...THE NEW YORK DREAM IN PARTICULAR. WHEN I WAS A TEENAGER, I USED TO READ VOGUE AND DREAM OF LIVING HERE. IT SEEMED SO GLAMOROUS...AND A LITTLE DANGEROUS.

WHEN I ARRIVED IN 2004, IT WASN'T AS EDGY. BUT I STILL LOVED IT.

FASHION, ART, AND MUSIC INTERSECT. MOST OF THE TRENDS START ON THE STREETS.

TIME MOVES FOUR TIMES FASTER HERE. WE ARE ALL COLLECTIVELY RACING TO CATCH UP TO THE EXPECTATIONS WE'VE SET FOR OURSELVES, SLAVES TO OUR RENT, TEXTING BECAUSE IT'S EASIER THAN CALLING WITH ALL THE STREET NOISE, NEVER FEELING LIKE WE GET ENOUGH WORK DONE...

YOU ALWAYS BROOD ON SUNDAYS, ATHENA.

