

BABY LOOT: GIFTS FOR MADONNA, MELANIE & MICHELLE

InStyle

Celebrity + Lifestyle + Beauty + Fashion



Mama Madonna

Style Secrets of
JFK Jr.'s Wedding

Inside Star
Jewelry Boxes

Nicole Kidman's
No-Fuss Hair

AT HOME
WITH:

Jane Seymour &
Twins in Barbados

John Mellencamp
at His Cabin

Barbra

a personal scrapbook

her family, her friends

and her latest love

november 1996



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Versace museum

have to buy it in new york

Big stores. Big designers. Big deal? Very. New York

hasn't seen this much street glamour in a long time



Versace
keychain, \$36

This fall, Europe's best and brightest designers, some of the most awe-inspiring, status-conjuring names in fashion, raced for a piece of New York City's prime pavement to build their own self-tributes. Some of these are first-time New York stores; some are bigger and better improvements. Now that upper Madison Avenue has become a veritable charm bracelet of designer names, does anyone but the super-rich dare go there? Absolutely. We came up with the best and least pricey fashion accessory in each store—a little something to bring home just for the snob appeal that says “Yes, I was there.” Take a walk up the streets of dreams:

that upper Madison Avenue has become a veritable charm bracelet of

VERSACE

647 Fifth Ave. (between 51st and 52nd); 212-317-0224 Versace's largest store is nestled in the last of the Vanderbilt townhouses that once populated Fifth Avenue; *mille grazie*, Gianni, for restoring this 90-year-old beauty, a New York City landmark. This style temple (designed by Laboratorio Associati) is the epitome of Versace opulence: The white-marble-and-limestone and Corinthian column façade encases five floors, connected by a marble staircase. Enter via a Milanese-made floor mosaic featuring Medusa's head, Versace's signature emblem, which shows up all over—on buttons, rhinestone cigarette lighters, and a 3-carat diamond-encrusted ring in the fine-jewelry salon. As for the clothes, go ahead and gawk: Why not, when there are \$699 pony-skin ankle boots, a \$23,000 bright green croco-



Medusa floor mosaic

dile bag, a \$17,000 leopard-print sheared mink coat with fox collar? And there's plenty more proof that Versace deserves his rock couturier title: men's \$7,000 plum metal-accented hip-huggers (Mick Jagger, where are you?) and faux zebra- and dalmatian-print pea coats. The fifth floor displays Versace's home collection, including fine china, linens and sleek chairs.

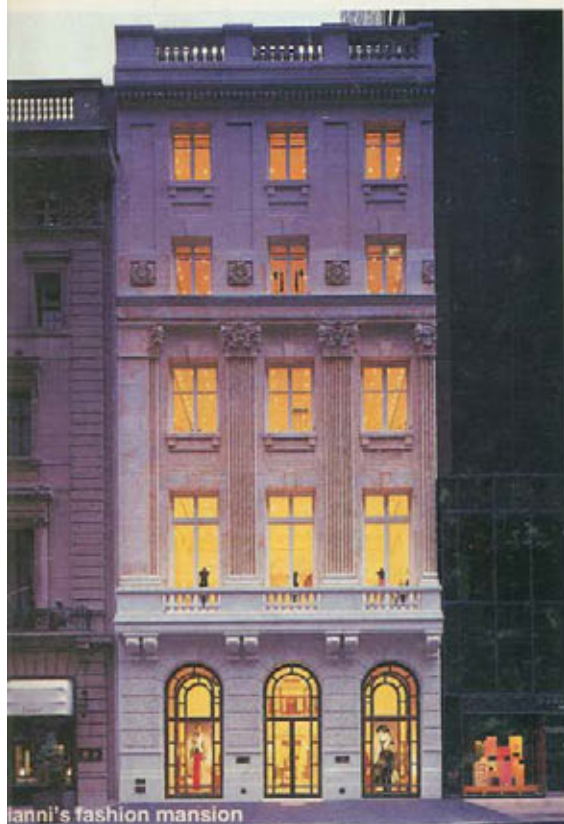
vibe: Rock and roll chic

a little something: \$36 Medusa-head key chain

the big time: \$595,000 diamond necklace

who loves him: Madonna, Elton John, Iman, K.D. Lang, Luther Vandross, Molly Ringwald

cool perk: The rooftop salon under soaring skylights, for private parties



Gianni's fashion mansion



Unmistakably Chanel

CHANEL

15 E. 57th St. (between Fifth and

Madison); 212-355-5050 The outside of the new, larger Chanel building may bring to mind understated gray flannel, but this store is

far from stuffy. Sure, the name is intimidating and the price tags are precious, but the surprise is, Chanel is friendly and can be funky—check out those two-toned hiking boots. Mlle. Chanel's elegance is everywhere, however, with flowers omnipresent (always fresh, always white). Fine jewelry, inspired by her 1932 collection, is in the Joaillerie—Chanel's first fine-jewelry boutique in New York. Coco once said, "One must look at jewels with innocence, with naïveté"—and a whole lot of cash, since one piece is as expensive as a very, very nice house. Other items, such as the stainless-steel watch with a quilted-leather band (to match your bag) for \$1,450, seem like a bargain in comparison.

vibe: Deco elegance. Signature black and beige throughout, from the fitting rooms (with individual temperature control) to floor coverings, lacquered counters and suede furniture, to the



shopping

new square-toe slingback

Gold hair clip: \$170

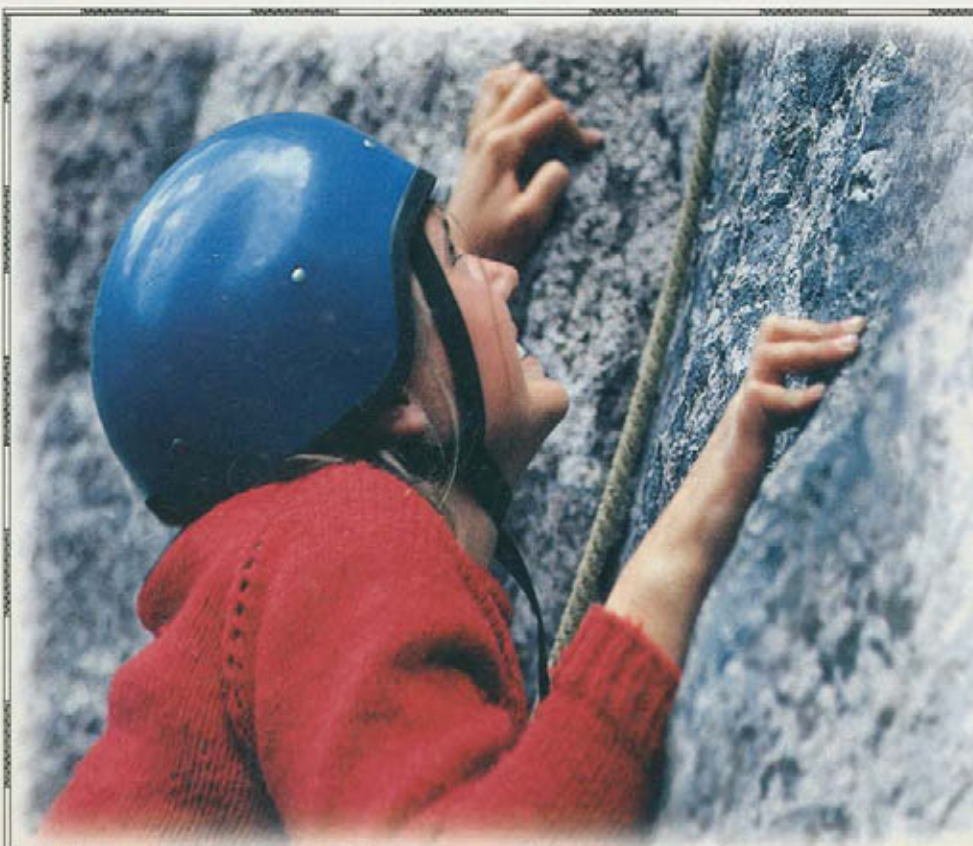
a little something: The hair clips, at \$170 each, are just about the cheapest fashion item.

the big time: \$650,000 Starry Night white-gold, sapphire and diamond necklace, based on an idea of Chanel's from the thirties; it's one of a kind and took nine months to



Coco's showcase

Devon Jarvis



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Funhouse entryway



create (it was still available at press time). **who loves chanel:** **Susan Sarandon** wore the Venetian gemstone bracelet and earrings to collect her Oscar; **Christine Baranski**, the diamond Camellia necklace to grab her Emmy. **Mariah Carey** loves the cashmere twin sets (such as the tomato-red, trimmed in gold metallic, \$2,745).

cool perks: *Parlez-vous* French style? Yes, in the 24 languages spoken here. Then there's the third floor: the Chanel Suite, inspired by Coco's apartment on the Rue Cambon, for special viewings of the haute couture collection. **bonus:** The top five floors belong to Frédéric Fekkai's Beauté de Provence salon and spa.

MOSCHINO

803 Madison Ave.
(between 67th and

68th); 212-639-9600 We have a winner: the Most Fun Store of All, if you feel the need to lighten up in the midst of all that Madison Avenue reserve (did you notice all those ladies in little beige suits and spectator pumps walk-



Witty displays abound

ing their poodles?). Self-proclaimed revolutionary, prankster and provocateur, Franco Moschino died in 1994, but not before he laughed at fashion with creations like his famed "dinner suit"—with knives, forks and spoons for buttons. The newest witticisms: a goof on the Prada bag, which says PASTA; another carryall that says "This bag is not a copy—it's a real Moschino;" a red hexagonal belt buckle that says not STOP but SHOP. **vibe:** This colorful homage to the designer shouts with gleeful details—the In Love We Trust red-heart mosaic floor, the Bull Chic! chair (complete with bull's horns), and the black-and-gold banister made from wrought-iron question marks.

a little something: \$55 for scarves with his logo



Kids' stuff



Smiley-face sofa

the big time: \$2,600 Moschino Couture black velvet, double-breasted evening coat with braided trim

who loves him: **Jim Carrey, Fran Drescher, Patti LaBelle, Tina Turner, Danielle Steel**

cool perks: The kids' department "toy-lette" walls, lined with colored Lego pieces; also the café's outdoor terrace, overlooking a quiet, tree-filled courtyard

GIORGIO ARMANI

760 Madison Ave.
(at 65th Street); 212-

988-9191. Large and luxe—his biggest store yet—showcases every elite goodie from his



Signature scarves, \$55

top-of-the-line collections for men and women. Drool over everything from floor-length striped satin evening gowns to buckled alligator loafers

vibe: As always, the epitome of understated elegance

a little something: Women's socks, from \$14 **the big time:** \$22,000 rhinestone-encrusted cardigan

who loves him: **Richard Gere, Anjelica Huston, Matthew McConaughey, Michelle Pfeiffer, Mira Sorvino, Robert De Niro**

cool perk: The new ski line—you won't want to miss the silver parka treated with aluminum to make it reflective (\$765)

EMPORIO ARMANI

601 Madison Ave.
(between 57th and

58th); 212-317-0800 This one out-bigs the Flatiron District's shop and all the Emporios around the globe: four floors to better view the entire Emporio Armani line, from jeans to party dresses. Also look for affordable beechwood place mats, bath salts in lovely pale blue, green, peach and yellow, and sleek and serious aluminum binders and agendas.

vibe: Spare and modern



Giorgio's minimalism

a little something: \$4.50 soap
the big time: \$1,720 women's cropped yellow shearling jacket
who loves emporio: **Leonardo DiCaprio, Stephen Baldwin, Neve Campbell**

Armani socks, \$14-\$16

cool perk: Stop in for a jolt of espresso at the Armani Café.

VALENTINO

747 Madison Ave.
 (between 64th and 65th); 212-772-6969

Mr. Couture trades his smaller boutique uptown for one three times its size. It's a tribute to light, with soaring windows and a courtyard garden, all the better to see Valentino's latest: an argyle-and-pinstripe jumpsuit, a red marabou bolero.

vibe: Dare to wear it—even his sweaters have plunging necklines.

a little something: A woman's belt for \$135
the big time: \$13,000 Valentino Boutique crystal-bejeweled black, sheer halter gown



Red is Valentino's color

who loves him: **Sharon Stone, Anjelica Huston, Princess Caroline, Bette Midler, Goldie Hawn, Sophia Loren**

cool perks: Check out Vizione, his sportier line, available in the spring



Valentino logo belt, \$135

PRADA

841 Madison Ave.
 (at 70th Street;

scheduled to open in late October) Miuccia Prada's—guess what?—largest-in-the-world boutique, will enable those who cover those little silver signature triangles to buy them

like mad. You'll find nylon backpacks, chiffon dresses, quilted bags, geometric-print jackets and antique-finished shoes. And there are VIP dressing rooms.

vibe: Cliquesy—bring your Prada bag

a little something: \$60 metal logo key ring

the big time: \$5,000 cowhide coat

who loves her: **Winona Ryder, Uma Thurman, Brad Pitt, Lone Skye**

cool perk: Unlike the rather plain 57th Street store, this is a 1928 landmark building, a luxurious atmosphere more conducive to uncontrollable splurges. —Nancy Angiello



Valentino's Madison Avenue monolith

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