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Gordon at home in the Hollywood Hills

SHE'S THE ONE

Guru of teen cool DeeDee Gordon gives insider tips to big-name New York corporations, but L.A. is where she finds inspiration

In Los Angeles, there's a four-month waiting list for the 2005 Dodge Magnum, a station wagon tricked out like a muscle car with a V8 engine to match. So DeeDee Gordon bought a black Magnum in Yonkers, New York, and shipped it to her house in the Hollywood Hills. How cool is that?

Gordon and her business partner, Sharon Lee, have built a business out of being cool. In 1999 they launched Look-Look, a research company with proprietary computer software that tracks and processes information fed to them by young trendspotters online. Today, brands like Calvin Klein and Nike pay top dollar to hear what their 30,000-member youth tribe thinks is in or out. According to Howard Handler, Virgin Mobile's U.S. chief marketing officer, "One provocative comment from Gordon's gang led us to initiate our arts education program. They clearly affect our strategy."

"If you're from the East Coast and move west, you can make happen whatever you want to happen," says Gordon, a Maryland native. "Giving back" is the goal of her latest project: *Look-Look* magazine showcases art and writing by amateurs ages 14 to 30. "We listen to young people and make sure their voices are heard," Gordon says. "They said they wanted a venue for their creative work, so we gave it to them." And now everybody wants *Look-Look*. The magazine is distributed through likely channels such as Barnes & Noble and Hudson Newsstands as well as some unlikely ones: The third issue is on sale now at Fred Segal in L.A. and at Colette in Paris.—NICOLE PHELPS



(Clockwise from above left) Gordon's pool; a fake Keane painting; her dogs, Hot Lady and Baby Mama; her living room; Look-Look



Stuart England, his bracelet

DISCOVERY CHANNEL

When Gordon met L.A. jewelry designer Stuart England, she was wearing a cursive D sprinkled with tiny diamonds

attached to a delicate yellow-gold chain. Today she still wears her initial, but now it's a solid chunk of white gold, all angles and planes, with a sapphire in the center that England made in his Chinatown studio. England calls his work "simple, modern, and architectural," but it's also organic, especially the deer-horn bracelets and necklaces inlaid with gold that Gordon collects. England's designs are available at Sloan/Hall in San Antonio and Fred Segal in L.A. Visit www.stuartengland.com for more locations.

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