

VOGUE

MAR

MICHELLE OBAMA

THE FIRST
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THE WORLD'S
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MOVEABLE FEAST

WILLIAM NORWICH SAMPLES THE FRUITS OF AN ORGANIC CATERING COMPANY'S LABOR.

Given the bad rap consumerism is getting these days and media reports claiming social life is dead and buried, you wouldn't wish for your worst enemy to launch a business geared to the affluent, or what's left of them, this year.

Social life is going through a long-overdue redefining, but to judge by some of the parties during the Inauguration and the awards-show season, the instinct for celebration isn't extinct. Recently, *The New York Times* reported that small niche businesses may prove surprisingly resilient thanks to the loyalty of their supporters. On the radar, fashion favorite LMD Floral is moving into an expanded space for room to sell antiques. **Cristina Masson**, wife of La Grenouille owner **Charles Masson**, has begun her own floral business, La Cerise, and **Daniel Bould**'s new restaurant in the Avalon Bowery will be a brasserie-meets-diner,



MARKET SPECIAL
FROM LEFT: PHIL WINSER, MICKEY SUMNER (IN GRYPHON), AND BEN TOWILL SET THEIR TRADEMARK SILKSTONE TASTING TABLE.

with something on the menu at almost every price point.

To be successful in this climate requires moxie and motivation, even guerrilla marketing. Consider **Mickey Sumner, Phil Winsor, and Ben Towill**, the 20-something principals in Silkstone, the six-month-old catering and special-events company rooted in the organic, sustainable, and slow-food movements. "We were shameless," recalled Ben, the master chef of the trio, over lunch—a market table sourced entirely from local organic farms—set in Mickey's fifth-floor West Village walk-up. "To

get noticed in the beginning, we'd make sandwiches every morning and then march into places like Marc Jacobs and give them away, saying, 'Hi, may I tell you about our new catering company?'"

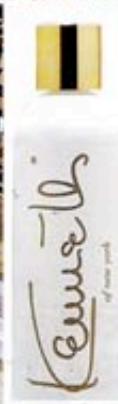
The daughter of eco-royalty **Sting and Trudie Styler**, Mickey also is an actress who plays an ex-Amish girl at a rave in an Indiana cornfield in *Rumspringa*, which opened mid-February at the Bleecker Street Theatre. Alighting daily at Industria Superstudio, a location for fashion and commercial shoots, she became known as the Silkstone Sandwich Fairy. It worked. Through people they met distributing sandwiches, they catered a booth at a BizBash events-industry convention, which led to a call from the events department at Time Warner, and later, gatherings for Louis Vuitton. . . .

Aren't they worried that the financial crisis might shove the green movement, Silkstone's *raison d'être*, to a back burner?

"When people really understand what organic and local food is about," said Ben, "we hope they will see the cost-effective advantages of it." □ *flash >296*

beauty moment

THE KENNETH CONNECTION



DROP INTO Kenneth's—the jewel-box salon discreetly tucked into the back corner of the Waldorf-Astoria—any day of the week, and chances are you will find a gaggle of Manhattan's most-photographed women quietly getting a trim, a manicure, or a little brow grooming. While **Kenneth Battelle**, now in his 80s, still dutifully sees to his ladies four days a week (was that **Lee Radziwili** gliding by the coat check?), creative director **Kevin Lee** tends to the likes of **Renee Rockefeller, Marina Rust, and Lauren duPont**. According to Lee, his clients want "everything from 'Do not make my hair look done' to 'Turn me into Audrey Hepburn.'" His only goal is "to make them look as pretty as possible," which is why he's created a new line of products to sustain that Kenneth magic at home. Kennethsalon.com □

WELL COIFFED
CLOCKWISE FROM LEFT, KENNETH REGULAR NANCY KISSINGER, IN *VOGUE*, 2001; MARINA RUST, LAUREN DUPONT, AND AERIN LAUDER, IN *VOGUE*, 2005; KENNETH GENTLE CLEANSING SHAMPOO; THE MAIN SALON AT KENNETH, C. 1963, ILLUSTRATED FOR *VOGUE*.



See the Ten Best Dressed women of the week at vogue.com.