

# MILLENNIUM™

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Lifestyle & Entertainment

Designer  
**LEONID  
GUREVICH**  
Displays  
His Latest  
Creations  
at New York  
Fashion Week.

**THEODORA &  
CALLUM**  
Desiree Gruber and  
Stefani Greenfield  
Talk About Their  
Successful  
Accessories  
Collection.

**DANA CARUSO**  
Founder/CEO  
The Nail and Skin  
Care Institute.

New York's  
**GUNILLA  
PERSSON**  
Goes Back to  
'Cali' to Star in  
"Swedish  
Hollywood  
Wives".

**NoMa  
SOCIAL**  
The New  
Mediterranean  
Restaurant in  
New Rochelle  
and its Summer  
White Party.

The Countess

*Lu Ann de Lesseps*  
Her Majesty from "The Real Housewives of New York City"  
Talks About Her Off-Set Success in the Fashion Business.





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September 2012 | Number 20 | A

**THE COUNTESS LUANN DE LESSEPS**  
Her Majesty from "The Real Housewives of New York City" Talks About Her Off-Set Success in the Fashion Business. Photography by Karl Simone.





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## COVER



September 2012 | Number 20 | B

### LEONID GUREVICH

The designer displays his latest creations at New York Fashion Week. Photographer Alena Soboleva. Shirt NINH Collection. Hat Anya Caliendo Couture Millinery Atelier.



A black and white photograph of a man, Leonid Gurevich, looking directly at the camera. He is wearing a dark, shiny cap with several sharp, metallic spikes protruding from the top. He has a short beard and mustache. He is holding a large pair of open scissors in his right hand, which is adorned with several large, ornate rings. He is wearing a dark jacket over a light-colored, patterned shirt. The background is a plain, light color.

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COVER



September 2012 | Number 20 | C

**GUNILLA PERSSON**  
New York's Gunilla Persson Goes Back to 'Cali' to Star in "Swedish Hollywood Wives". Photographer Anna Maria Zunino Noellert.

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# INFLUENTIAL



## Venus Williams EleVen Sportswear Party

Tennis Star Venus Williams (L) hosted a VIP garden party for her sportswear line EleVen at the spectacular home of Rita Schrager in Southampton. The line can be worn on or off the courts and is described by Venus as, "Classic but Fun." The event was executed by Lara Shriftman and featured a make up gazebo by Make Up Forever, Jamba Juice, Talbott Teas, a Grey Goose Vodka cocktail with Chambord & fresh lemon juice, vegan food by Lauren Von Der Pool and desserts from Good Greens and Crumbs Bake Shop. Yum! - Lauren Clarke-Bennett



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## Sear Steakhouse

Danielle Lynn....Presents: New Jersey's Newest Steak House Sear House Launch Party. A state of the art, ultra modern restaurant & bar opening its doors in Closter, New Jersey. The party featured Brazilian designer Simone Rodriques presenting her fall collection with her top models glammed up by celebrity makeup artist Mariluz Fontanez. Entertainment was provided by DJ Hoz, Latin Grammy Award nominee artist KLS DMarco and Sarah Mattea singing her smash hit "Up at Night". - Meet & Greet by Terry Ciavolella Maher (Photo Left - Left) with Photos by Antonio Valenti



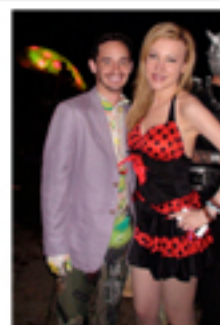





Wilzig performing his hit song La La Land.

#### Sir Ivan Wilzig's Record Release Party

Probably the wildest party this summer in the Hamptons...Sir Ivan pulled out all the stops when he invited hundreds of friends to support his charity The Peaceman Foundation that advocates "a world where all people can enjoy freedom without fear" and experience his latest hit single, La La Land.  
- Lauren Clarke-Bennett



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#### Celebrity Autobiography

Guild Hall once again out did it's programming and staged the mega funny "Celebrity Autobiography", created and developed by Emmy nominated writer-performer Eugene Pack and Dayle Reyfel. An award winning comedic cast, Alec Baldwin, Christie Brinkley, Ileana Douglas, Jerry O'connell, Scott Adsit (30 Rock) & Eugene Pack assembled to read (tongue in cheek) the autobiographies of Justin Beiber, Miley Cyrus, Elizabeth Taylor, Debbie Reynolds & Arnold Schwarzenegger, just to name a few. - Lauren Clarke-Bennett



Alec Baldwin, Ileana Douglas, Jerry O'connor & Eugene Pack.



Christie Brinkley & Alec Baldwin.



Jerry O'connell (left).





Julie Henderson (Co-Host/Sports Illustrated Model), Gina Gloridan (MC/ In The Mixx TV) & Sean Young (Celebrity-Host/ Actress) This Photo Courtesy of John Roca.



DANNY V'S 52ND STREET BAND.



Ramona Singer



Mario Singer (Housewives of NYC) & Edie Kirk (Host Committee/ Producer, Ocean Productions).

## Michael J. Fox Foundation

The Hamptons came out in full force to support The Michael J. Fox Foundation's (mission to find a cure for Parkinson Disease). Team Fox/The Leukemia and Lymphoma Society hosted the First Annual Gala Honoring the Music of Billy Joel at The East Hampton Studio. - Lauren Clarke-Bennett

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## "ARF" The Animal Rescue Fund

On a glorious evening in The Hamptons, The Animal Rescue Fund of held its annual "Beach Ball" Fundraiser at The Bridgehampton Tennis & Surf Club catered by Robbins Wolfe Eventeurs. Honored was the effervescent Candy Udell President of London Jewelers and founder of the Rescue Paws Foundation, for her tireless service to animal welfare. Adorable animals were abound and many guests could not resist! - Lauren Clarke-Bennett



Donald the dog and his new best friend.



Sonny Kleinfeld (NY Time writer) & Susan Sailer (writer/ Dans Paper).



Mark Udell (London Jewelers), Kathleen Rice (DA of Nassau County), Candy Udell (Award Recipient) & Chuck Scarborough (NBC Nightly News Anchor & MC).





Nick Cannon, Mariah Carey (Award Recipient) & Russell Simmons.



Russell, Sall & Pepa.



Tikka Sumpter (Gossip Girl) & Rocsi Diaz (BET's, 106 & Park).



Russell Simmons, Tamia (singer song writer) & Grant Hill (NBA All Stars) & Danny Simmons.



Star Jones (NBC's The Today's Show).

#### Russell Simmons' 13th Annual Art For Life Fundraiser

All that glitters came out to help support Russell Simmons, 13th Annual Art For Life Fundraiser, held at his beautiful East Hampton home. The event raised over to \$2 million to benefit children's music programs in public schools.

- Lauren Clarke-Bennett

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Bob Roth (Executive Director) & Heather Hartnett (Director of Development) with The David Lynch Foundation.

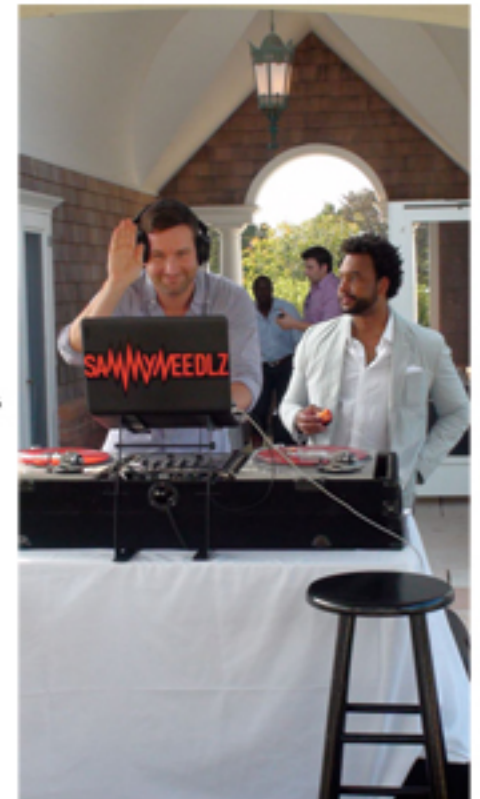
#### David Lynch Foundation

The David Lynch Foundation for Conscience-Based Education & World Peace held it's "Learn To Meditate In The Hamptons" event at the beautiful ocean-side home of Jason Liebman (CEO & Co-Founder of Howcast). Russell Simmons (Business Mogul) and Kevin Law (Grammy Award Winning Music Producer & Media Mogul) co-hosted the event, introducing the VIP guests to the practice and power of Transcendental Meditation. Guests enjoyed the music of DJ Sammy Needlz, hors d'oeuvres & sweets catered by the talented Mary Giuliani and a special performance by the wonderful James McCartney (Paul McCartney's son). David Lynch is an Academy Award nominated/best director).

- Lauren Clarke-Bennett



Positive affirmation bracelet one gets when you sign up for the 5 hour TM course at The David Lynch Foundation.





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# Countess & Company

In the past, royalty led leisurely lives of privilege with servants at every turn, taking care of their every wish and living off the family business or inheritance. In the modern era that lifestyle is extremely rare and a new breed of royals are creating and taking care of business.

The Countess LuAnn de Lesseps although married into her title, took the role seriously and embraced it

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wholeheartedly. When a divorce ensued she took the opportunity to make the best of her situation and create a new life. Besides shooting, 'The Real Housewives of New York City' (now in its fifth season) as one of the original cast members, doing all the press that goes along with it, penning a book, recording two songs, writing 2 weekly columns (Hollywood Life.com & Ok! Magazine.com), raising two beautiful children (Victoria & Noel) and cultivating a relatively new relationship with her adorable boyfriend Jacques Azoulay, she has "signed with a licensing company and ventured into a design and manufacturing agreement", the first of hopefully many successful businesses to come.

Born LuAnn Nadeau, she grew up with six siblings in a small town in Connecticut, where her father owned a construction company. No stranger to hard work and raised with an understanding of the importance of helping others, her first career was as a practical nurse.

"I then ventured into a modeling career that took me to Milan where I met a TV producer who turned me into an Italian television personality," says LuAnn.

Lauren Clarke-Bennett  
Writer  
Karl Simone  
Photographer





## **THE QUEEN HOLDS COURT!**

LuAnn still holding on to her title has had to reinvent herself and get back to work.







***"My goal is to make a line that is easy to travel in and with, works from day to night, is jewelry friendly with great necklines, is affordable, chic and every woman wants as part of her wardrobe."***

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The Countess LuAnn de Lesseps

LuAnn grew to love the Italian life style and began to build a life there. After years of soaking in the European lifestyle and culture she met & married Count Alexandre de Lesseps, a French Aristocrat. As life doesn't always go as planned she and the Count divorced after 16 years with LuAnn still holding on to her title, has had to reinvent herself as well as get back to work. As in any divorce and upheaval it isn't easy on the children and picking yourself up and moving on has been a challenge, but move on she has.

The Countess LuAnn has signed with The Eastman Group, a branding company who put together the deal between her and Denmoss, Inc. a major fabric manufacturer which also facilitates the design, manufacturing, selling and distribution of her new dress collection.

"I work with the designer because I am not a designer but I know what I like." says LuAnn with a big smile.

"We work together as a team to come up with The Countess Collection," she said, and LuAnn without a doubt has impeccable taste, from her wardrobe to her jewelry, including her beautiful home in Bridgehampton that she decorated herself.

"My goal is to make a line that is easy to travel in and with, works from day to night, is jewelry friendly with great necklines, is affordable, chic and every woman wants as part of her wardrobe."

Also in the works, is an extension of her dresses into a sportswear line, tableware and a jewelry line of fun faux pieces she's already started to formulate from her personal jewelry collection gathered from all over the world.

"I have some expensive jewelry that I don't take anywhere, so I wanted a costume jewelry line that's fun and affordable so you're not afraid to travel with it," she said. "Basically with my collection of dresses and jewelry, one can be dressed right for any occasion."

In a bad economic climate, companies need to have as many advantages as possible before going into business. So besides the facts that The Countess is elegant, beautiful and stylish and has a sound manufacturer behind the collection, she is also on the NBC, Bravo RH NYC hit show with a few million viewers that are potential customers for her wares. Reality shows are brilliant marketing platforms to promote businesses but the viewing public is discerning, so seller beware. The most important thing in the end is the product and from the looks of it, the collection has all the components of being very saleable. She is also a great role model for her children. Her 18-year-old daughter Victoria is a very talented, accomplished artist who officiated her own gallery show where she sold several of her paintings ([www.vd1artwork.com](http://www.vd1artwork.com)). Her son Noel started and runs a skateboard company called Fancy Fool ([www.fancyfool skateboards.com](http://www.fancyfool skateboards.com)).

"At 15-years-old he designs, manufactures, and sells his skateboards." LuAnn said. "And on top of that he makes videos to post on his website that he designed!"

Working hard on building her brand for the past several years, The Countess has been featured in publications around the country and internationally that include People Magazine, The New York Times, In Touch Weekly, Harpers Bazaar, The New York Post, USA Today, Woman's Day, New York Times Magazine, Life & Style Magazine, Entertainment Weekly, Gotham and

*Countess Continued on Page 63.*



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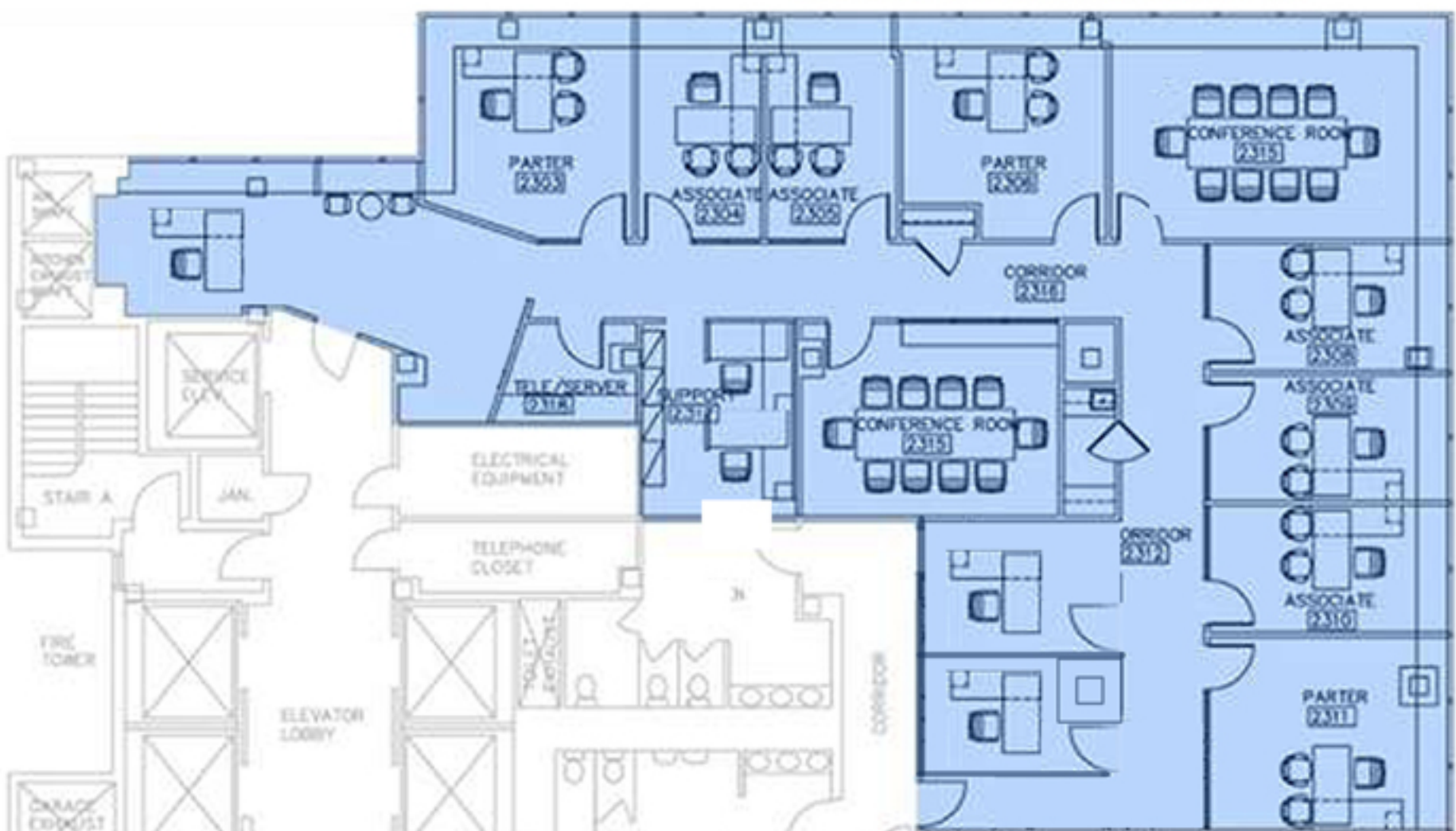
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**CLOTHES  
DON'T MAKE  
THE MAN.  
THIS MAN  
MAKES THE  
CLOTHES.**

Leonid Gurevich  
Photographer  
Alena Soboleva  
Shirt NINH  
Collection. Hat Anya  
Caliendo Couture  
Millinery Atelier.



# LEONID GUREVICH

## "Unique Clothes Deserve to be Worn"

By Eliza Ramos

Leonid Gurevich, the self-described Emperor of American Couture, emerges during this year's New York Fashion Week launching The "Tribute" - his chic, refreshingly unique and comparably worn capsule collection. Gurevich soars amongst fashion fantasist flare respectfully paralleled to designer extraordinaires such as: Alexander McQueen and John Galliano's Dior. Accredited for the prestigious CFDA Scholarship Award Leonid became the first student ever to be featured on the cover of FIT Magazine. His celebrity design roster of influential fashion marvels include working with American fashion titan Zac Posen along with a slew of celebrity artists including Lil Kim, Sasha Gradiva, Ari Gold and Daphne Guinness all of whom have worn his creations. The deliciously delightful Designer, Stylist, and Illustrator explains his passion for instigating desire through his unique creations and one of a kind motifs.

The Russian born clothing aficionado birthed his imagination during his adolescent years assisting his mother in the workshops of The Bolshoi Theatre in Moscow. His fashion apprenticeship began at 6 years of age watching his mother whom served as the embroideress (a woman embroiderer) for the 'Belle of the Ball' ballet dancers. Raised amidst diamond studded tutus and gem encrusted corsets Gurevich found himself enamored with the work his mother brought home from the theater entrusting him with small assignments like ripping seams apart and fusing pattern pieces. Join Millennium Magazine as we embark on a pointe career aspiration that found the designer eagerly waiting to pattern out his blueprint for life. As Leonid playfully remarks "I didn't choose this profession, this profession chose me."

**MM: When did you leave Russia?**

LG: Exactly twenty years ago. This past April I went back for first time in twenty years, not to Moscow though, where I'm originally from, but to Saint Petersburg, where I unveiled my collection called the "TRIBUTE" during Aurora Fashion Week.

**MM: Tell us about the "TRIBUTE"**

LG: "TRIBUTE" is my capsule collection, and was originally dedicated to Russian cinematic royalty and megastar the late Ludmila Gurchenko. During her vibrant life she performed in my dresses and now they're featured at her retrospective costume exhibit in The Moscow Museum. This collection of glamorous pieces is in fact, a dedication to the Eccentric Chic that she epitomized.

I will be showing The "TRIBUTE" in NYC in September. It will be presented in the stunning historical Angel Orensanz Foundation, where Alexander McQueen had his very first American show, and where Daphne Guinness recently taped her fashion film.

**MM: Your clothing has a very theatrical aesthetic to it. Did growing up at the Bolshoi Theatre have something to do with that?**

LG: Absolutely. Childhood spent on the red velvet seats of the Bolshoi is the fundamental rod that I'm holding onto. I am very aware of it and I cultivate it. Poiret revived theatrical fashion in the 1920's. Dior did the same in the 40's. Galliano did it in the beginning of this Millennium and now I stand fourth with my tribute.

**MM: What inspires you the most?**

LG: The talent and the success of another person is the biggest turn on for me.

**MM: Name a favorite city where your creative instincts become alive.**

LG: I love New York. Always have and always will. There's nothing like walking through the NYC streets absorbing the city's energy. It's intoxicating.

**MM: Who was your biggest artistic influence?**

LG: Masters like Erte, Joseph Leyendecker, Tamara de Lempika, Aubrey Beardsley, Frida Kahlo, Alphonse Mucha, were the bricks upon where I built my foundation for becoming an artist. Now the contemporaries such as, Dita Von Teese, Ron Arad, Massimo Riera and Matthew Barney with his "Cremaster" inspire me massively.

**MM: In addition to designing luxurious dress collections, you also develop fashion illustrations. Which do you prefer more?**

LG: Both are equally dear to me and I couldn't pick out of the two. Illustration is a huge part of my art. Especially now because Fashion Illustration is back in demand and I am pleased to illustrate whole collections for designers' look books and magazine editorials. I've been illustrating trend catalogs for the past ten years. The past issues of WWD could be found featuring my illustrations for Zac Posen. But illustrating hats for Anya Caliendo Couture Millinery Atelier was probably what gave me the most artistic satisfaction. The hats she creates are something out of this world. All of her collections are made by hand, in accordance with the gold standards of Couture Millinery Techniques. An English versioned book called "Couture Hats" debuts in September featuring some of my illustrations for her.

**MM: Describe your customers.**

LG: Celebrities and the Elite. It gives me ultimate pleasure to create one-of-a-kind beauty for those who appreciate it. The kinds of clothes I design are intended for strong minded, confident people. Those who make heads turn and hearts beat faster. Actors are highly-charismatic people. They light up the clothes they wear with that special charm and create a memorable 'duet' with the outfit. Actresses and singers, due to their artistic nature, usually embody several female archetypes







simultaneously, as for a designer you can't come up with a better inspirational platform. Daphne Guinness, Lil Kim, Doe Deere, Aija Terauda, Ludmila Gurchenko, Sasha Gradiva are some of those amazing women with whom I was lucky enough to design for.

**MM: Tell us about Lil Kim the artist.**

LG: Lil Kim is a total sweetheart! Her stylist, Jason Rembert, who is a visionary and an absolutely fantastic guy, told me about this shoot they were having and that he'd like me to bring a few pieces. Now, mind you, I've always liked Kim's work, when he told me this it really made me happy. So I brought a few dresses. There were tons of other designers' clothes already at the shoot; Kim liked three pieces, one of the three being my "Tsarina" gown. Next thing I know, her single "If You Love Me" comes out on Valentine's Day and she's wearing my dress on the cover.

**MM: Name some celebrities you envision wearing your dresses?**

LG: Some of the actresses I'm really looking forward to seeing in my designs are Nicole Kidman, Natalie Portman, Halle Berry, and Meryl Streep. I sense Meryl could benefit from what I would add to her already impressive style and grace. Also Kate Blanchett and Emily Blunt, I could go on and on; there are just so many beautiful talented women in Hollywood.

**MM: Aside from the gowns you create, your personal style is awe-inspiring. How would you describe your individual style?**

LG: The thing is that I just can't help but wear unique pieces, because my body rejects boring clothes, it's literally a serious, incurable condition. So until recently I've always made clothes for myself, but lately there's just no time and I'm always on the lookout for something unique. I am in love with a New York brand called NINH Collection. Everything they do epitomizes 'cool' to me. I also love Tripp NYC; you'll find me wearing Tripp often. Another favorite is a young menswear designer, Sunyoung Lee, recent F.I.T graduate, what she does is pure art. When it comes to personal style, I endlessly admire Salvador Dali. How brilliant was this man that he could wear anything as an accessory; from crayfish, to a loaf of bread to dead bees - and still look incredible. What's the secret one might ask? Confidence- you can put on the most ridiculous outfit, but if you exude confidence, they will respect you. Never be afraid to look interesting and original. You are not doing anything wrong, after-all you only live once.

**MM: Is it rare for designers to wear clothes by other designers? I feel you're indiscriminately superb at promoting other brands, please explain?**

LG: You see, everyone looks up to Europe for inspiration, while Europe indeed has given us some major masters, my intention is to draw attention to the fact that we have plenty of incredible emerging talent right here in the US; For instance, there's a wave of extraordinary young Asian designers that create unbelievable masterpieces. Upon graduation they are all stampeding to get jobs in the industry without realizing that this very industry will suppress and water down their unique creativity. I am not a model however when I get photographed in their clothes, I merely seek to catch and document their magic before it completely dissolves into oblivion veering into the mass market.



Photographer Al Rodriguez





**MM: What turns you off the most when seeking new stimulation?**

LG: Banality and mediocrity. I don't just dislike it. I hate it. I solemnly swear to always endorse and support the unique, only the unique, and nothing but the unique.

**MM: What offends your creative sensibility?**

LG: Square manicures on women. There's nothing even remotely attractive about a female hand that ends with a shovel on each finger. Super skinny trousers on men; simply fugly. Also seeing wealthy physically fit people wear dull clothes. It's beyond me... What's the point of being in such great physical and financial shape, then deliberately avoiding purchasing unique pieces? Little black dresses are tiring and annoying at this point. I refuse to accept the concept of "being overdressed". After all, any guest that looks beautiful and unique only adds significance and solemnity to the whole event.

**MM: What's the concept behind your blog named "Leon's Escapades"?**

(<http://www.leonsescapades.blogspot.com/>)

LG: "Leon's Escapades" is my personal fashion and illustration blog that I created in 2009 to document my creative escapades - hence the name (laughs). Also to be able to share what brings me personal creative pleasure, with the people who like what I do. Since then I regularly update the blog with my illustrations, photographs of my clothes from magazines I'm featured in events I attend to interviews and links I find inspiring.

**MM: Tell us about your collaboration with Sasha Gradiva.**

LG: Gradiva is unreal. I don't know anyone with a more invigorating aura. When I became her stylist, I started calling her Gradiva. Later, Sasha took that name. Salvador Dali used to call his wife Gala that name, the muse of Surrealism. In Latin, 'Gradiva' means "Woman Walking through Walls." And it suits Sasha so well. After coming all the way from the foot of the Ural Mountains to the top of The Russian Musical Olympus, and now on her way to becoming a major success in America, she knows pretty well what it takes to surpass obstacles. I've been making costumes for her and her dancers also designing posters, T-shirts and calendars. Together with accessory designers Gilding Primal Instinct I developed the conceptual outfit for her memorable appearance on the Grammy Awards.

**MM: Who are your favorite fashion photographers?**

LG: Mert and Marcus, Steven Meisel, Nick Knight. And of course, there's Bruce Weber. Weber like no one else I believe managed to connect the un-connectable in his works: high fashion with the diametrically opposite world of American youth. He has those frat boys wearing designer hats as baseball caps. Couture dresses are thrown on casually as if they were beach towels. Boys and girls are committed to getting pleasure from life and each other's tanned bodies. His images are jam-packed with eroticism - not the glamorous, heavy, boudoir-style eroticism, but summery, care-free, vacation-type, young eroticism. Dogs, horses, elephants and other animals exist in complete harmony alongside humans in Weber's world. His photos are charged with happiness. If you see a hot guy or girl holding a happy baby goat, it's always





LEONID GUREVICH  
Photographed by  
Yulya Osina-Fridman.  
Mask and styling by  
Pasha Setrova.







Weber. For the past last year I've been working on a large illustrative story inspired by his photographs.

**MM: What's your ultimate idea of happiness?**

LG: For me happiness is in communication. Every moment spent in pleasant conversation with positive people makes me happy.

**MM: There's a lion featured on your logo, does it link back to your name somehow?**

LG: A lion symbolizes strength and power. When a lion is taking a walk, the life in savannah sort of slows down, have you noticed? Gazelles stop chewing; waiting to see what's next. Compared to a woman in a LEONID GUREVICH dress, a lioness walks into a room - all heads turn. Men suddenly square their bodies and want to get her attention. Incidentally, just recently, I was pleased to find out that according to one version, the last name Gurevich comes from an ancient name which in translation means "young lion".

**MM: Speaking of animals, you're known to use fur a lot in your designs, any comments?**

LG: I don't see anything wrong with using skin or fur. This practice has been around for thousands of years. I cannot imagine fashion without it, especially the luxury segments.


**MM: What fashion house would you like to work for?**

LG: Christian Dior, of course. Let me just say if Dior called I would put all my things into a bundle and leave for Paris the same night by foot (laughs). I cannot think of another fashion house where I've felt such a deep connection with, we emulate each other's core values. Dior and I share the exact same passion for total glorification of the female form. My 2011 collection that I showed at the Museum of Russian Art (MORA) was called "Triumvirate of Seduction" for a reason. Bust, waist, and hips are the three vital elements of a female body that both Monsieur Dior and myself based our whole designer's philosophy upon.

**MM: What is the philosophy behind the LEONID GUREVICH brand?**

LG: Women have done so much for humanity. Women create life, protecting the being that grows within them for nine months. Woman –Mother -Woman-Wife -Woman-Muse. All a woman wants in return is to look beautiful and be appreciated, it is as vital for her just as water is for flowers – it's the key to her happiness. Like Donald Trump, I am obsessed with beautiful women and as an artist I want to do anything I can to make women happy.

I enjoy designing clothes that not only look beautiful, but clothes that promote the romantic appeal, clothes that inspire men to be gentlemen. Simultaneously, I pride myself in creating clothes that are original enough to stand out, but not too out there to the point where it's un-wearable. I am a firm believer that unique clothing adds individuality to those who don't really have it, highlighting it in those, who do.

I've noticed that people, who think of themselves as intellectual, somehow formed this prejudice against those who appreciate fashion and dress to stand out. I want people to understand that a person wearing unique clothes deserves respect, the person creating the clothes even more so, and that unique clothes deserve to be worn. 







**GIRLS JUST  
WANT TO  
HAVE FUN**

Gunilla Persson  
with daughter  
Erika hanging  
out in  
New York City.







Cary Waldman  
Writer  
Thomas Engstrom  
Photographer


# GUNILLA PERSSON

## The Real Thing

Star of "Swedish Hollywood Wives".

Last May, a Swedish film crew traveled to Hollywood to shoot the new season of the hit Swedish reality show, "Svenska Hollywoodfruar", or "Swedish Hollywood Wives". The show, airing since 2009 on TV3, a station owned by the Modern Times Group (MTG), is a huge success in Sweden, as well as in Norway and Finland. Similar to the American "Real Housewives" series, it follows the lives of four Swedish women living the glamorous and often over-the-top Tinsel town lifestyle. Gunilla Persson moved from New York to Los Angeles in September, 2010 and, on joining the cast, was an immediate hit, given her electric personality. The 2012 season aired on August 21st and will run a total of 10 weeks.



A woman with blonde hair, seen from the back, is wearing a vibrant red, pleated dress. She is standing on a rooftop, looking out over a city skyline. In the background, there are several tall buildings, including a prominent one with a green roof. The sky is clear and blue.

If you're a sentient being in Scandinavia, you've known about Gunilla for a long time. She has had an illustrious career. She has graced many covers and represented many products as a Ford/E! model. But add brains to her beauty. She graduated from the University of Stockholm with two degrees in Spanish, and she earned a degree in Journalism from Poppius, a journalist school in Stockholm. In addition to Swedish and English, she speaks fluent Spanish and French. The Swedish press has long been fascinated with Gunilla, writing about her private life, including her friendship with Prince Albert of Monaco.

Gunilla has written three screenplays: "Hidden Agendas: A Murder Mystery", "Translucent", and "Amazingly Blessed". From "Translucent", she produced and starred in a short with the renowned cinematographer Sven Nykvist. Gunilla has also produced and directed documentaries. When living in the Caribbean, she made "Discovery Island" about Christopher Columbus's landing in the New World; and, while living in New York City, she made "Keeping the Legend Alive", a portrait of Douglas Fairbanks, Jr.


Gunilla keeps an apartment on the Upper East Side of Manhattan. Here in New York City she is known as one of the "Swedish New York Wives". This forerunner of "Swedish Hollywood Wives" aired for just one season. Gunilla was the only cast member chosen to be part of the Hollywood version. She has been featured in the show's many trailers for the new season..

Gunilla is natural and genuine. No cosmetic surgery for her. She speaks from the heart even if what has to be said is unpleasant. If she melts down, it's not to get more attention, but because some life issue warrants it. One of the show's episodes features her friend, the publicist Victoria Talbot of Hype Inc., who traveled to Los Angeles to promote events for Gunilla. Victoria says of the Swedish star:







A photograph of a rooftop with a city skyline in the background. In the foreground, the legs of a person wearing gold high-heeled shoes are visible, extending from the right side of the frame. A brick wall runs across the middle of the image, and a dark rectangular box containing text is positioned on the left side of the wall.

"She takes the best of New York City and Hollywood style and makes them her own because she's real. No faux reality there. Not to mention she's so much fun!"

As audiences of "Swedish Hollywood Wives" well know, Gunilla's priority mission is the well-being of her daughter Erika, who just turned 10 on August 18th, and her mother Iris whom

Gunilla rescued from what she considers a bad healthcare situation in Sweden. Gunilla reports: "Motherhood has made me a much happier person. It has been the best time of my life. And the example of my own mother has been an inspiration to me in making the best choices for Erika." The making of Erika's music video entitled "Wonderland" is a recurrent













theme of the series.

Gunilla's star has maintained an upward path. From her website one can purchase her products, including the new perfume, "Dream Roses" by Gunilla, plus her Body Soufflé and Body Scrub. "My roses take you to a different world," Gunilla states. Samples of her "Dream Roses" will be available at New York's Fashion Week, September 12th through 19th.

Gunilla Persson. You adore her. You can't help but root for her. You want only the best for her. Plus you want to sit with her and her family in her homey living room. You want to bask in her lovely smile and take away a small part of her magic with you.









Gunilla's website is <http://gunillaperson.com>.

"Swedish Hollywood Wives" appears online at [www.tv3play.se](http://www.tv3play.se) 1 hour after airing on TV in Scandinavia. M



# *Photorama*







## Rrrrrrr!

**JAGUAR**  
Summer 2012  
France

French fashion  
photographer  
Emmanuelle  
Choussy is an  
artist who loves  
sublime  
femininity with the  
help of  
accessories and  
decorations that  
sculpt her images.



Designer Françoise  
NAVARRE designs  
sumptuous cocktail  
dresses, sensual,  
ornamented with a  
thousand details.













For this French photoshoot (July 2012), the photographer suggested putting models on stage with a beautiful 1964 "Gold Jaguar" in front of the castle of Saint GénèsBellevue (north of Toulouse, south of France).











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# CREDITS

Photos & direction  
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Makeup  
Assistant

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Françoise NAVARRE  
Marion ROHAT, Julie DESE SQUELLES & Florie BOUSQUIE .  
Beatrice AGNOLETTA  
Claire OGRODOWSKI  
Nicolas MARQUISSE AU











## **THE BIRDS**

TITLE: B&W Emotions  
PHOTOGRAPHER: Igor Lazic

# PHOTORAMA 2



MODEL: Tamara





MAKE UP ARTIST & HAIR: Tamara







LOCATION: Doboj, Bosnia and Herzegovina









Model Jennifer Cella. Photographer Michelle Janna

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# NoMa Social

*The Radisson Hotel, New Rochelle*

*By Rebecca Jurbala*




NoMa Social, a recent addition to the Radisson Hotel in New Rochelle, is an up and coming restaurant that has reviewers and critics impressed alike. Executive Chef Bill Rosenberg, formerly of Barcelona in Greenwich CT and F.I.S.H. in Port Chester NY, introduces an exceptional Mediterranean menu, which is praised by patrons, featuring dishes from fresh seafood, to delectable cuts of meat, unique tapas and delicious gourmet pizza selections. NoMa is also following the FIT trend including low caloric drinks with 150 calories or less. There is sure to be something on the menu that would make everyone's taste buds salivate. Chef Bill aims to make exceptional food for a reasonable price. His culinary expertise is proven by his gastronomic attention to nutrition and sort after palate using all natural farm fresh ingredients.

NoMa Social is proud to present their interactive dining experience, including live entertainment on Friday and Saturday nights, in a relaxing yet social environment. The goal was to create a local venue where people could relax, savor great food & spirits while shaking a 'tail feather' in the process. The chic interior décor combined with

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unparalleled mixologist concoctions and delicious cuisine creations measures up to an incomparable dining experience in Westchester County.

NoMa Social has recently received numerous awards including, "Best of Westchester 2012", "New and Noteworthy 2012" by Zagat, "Best Wood Oven Pizza" by Journal News in June 2012, "One of Westchester's 50 Hot Spots" by Westchester Magazine in May 2012, and Top 5 New Comers by Journal News in August 2012. These recognitions are only reinforced by various consumer reviews praising the restaurant found on various on-line sites such as Yelp.com and Urbanspoon.com. Jeremiah Powers, found eating in NoMa Social in early August, commented that the food was great, enjoying his overall experience at the venue. Whether craving a social night listening to great music or enjoying a dance infused environment simply venture into the sophisticated atmosphere of NoMa Social. Chic and tasteful, this New Rochelle favorite is a RSVP must. 

*Meet & Greet by Terry Maher with Photos by Antonio Valenti.*





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# *Theodora & Callum*

The Business of Style



# H

“How does she do it?”

**By Lauren Clarke-Bennett**

That’s the million-dollar question some people ask when pondering Desiree Gruber’s life. She is the founder and owner of a multi-media agency, mother of 4-year-old son Callum, and wife of acclaimed actor Kyle MacLachlan has. Over the past year she has launched a vastly successful accessories collection of scarves, dresses, caftans, jewelry, bags, hats, and shoes called Theodora & Callum.

“The line is the perfect balance of family and work for me, because I am constantly inspired by the time I spend with my family, which leads to success for the brand,” she says.

Not alone in this endeavor, Desiree and her longtime friend and business partner, Stefani Greenfield, founder of the successful clothing boutique chain, Scoop and currently Chief Creative Officer for the Jones Group, developed the business together.

“We wanted to create a line of accessories for the busy working mom, like both of us, making getting dressed in the morning easy and effortless,” says Stefani.

Desiree’s success as co-creator and executive producer of the mega-hit show, ‘Project Runway’, hosted by one of her closest friends and another business partner, supermodel Heidi Klum, has given her a front row seat to the world of fashion, helping her ability to create a successful accessories business. She is also at the helm of ‘Full Picture’, an award-winning agency with integrated PR, production, management, branding, and digital divisions, giving her access to a multitude of marketing avenues.

“Life is about juggling what comes our way and creating a path through all the exciting opportunities in front of us. I feel most at home at a crossroads between entertainment, fashion, beauty, and technology. Focusing on just one project is not for me,” said Desiree.

With all of Desiree’s winning skills and Stefani’s successful experience in retail clothing and accessories, they have put together one powerhouse of a company.

“Stefani and I have worked together on many projects, and when we developed the concept for Theodora & Callum, we just knew we had a great idea: to create a brand whose DNA was born out of a love for collecting beautiful things from around the world,” Desiree said. “Theodora & Callum is about a special item you might bring or pick up on holiday with your family, or a special memory created together. For me, trips with Kyle and Callum are something I look forward to and reflect upon as some of the best memories we have together.”

Desiree and Stefani start by designing stunning, wearable, and affordable items that inspire the two of them and hope that others will also be moved to add them to their wardrobe.

“We design, produce, and market everything ourselves. We are totally hands-on in every aspect of the business, from start to finish. Our [marketing] strategy has been incredibly authentic. We have also been lucky enough to have a strong following of

amazing A-list celebrities, which has been incredible for us.”

Everyone from Oprah to Katy Perry has been spotted in Theodora & Callum from all around the world, a testament to the strength of their brand DNA.

“It’s exactly as we intended it to be worn,” said Desiree.

They also love their social media channels, engaging fans through Facebook, Twitter, and Pinterest, among others.

There have been many moments in their evolutionary process that have made Desiree especially proud.

Witnessing their first store opening in East Hampton, seeing T&C in a beautiful window display at Bendel, watching the line grow organically in unexpected directions, such as swimwear and convertibles were among their most notable accomplishments. Being able to raise money for amazing charities such as UNICEF, Baby Buggy, Every Mother Counts, and Joyful Heart has been equally gratifying.


As in any endeavor in life, all is not always rosy.

“It has been a challenge to find the right partnerships for the brand. Some have worked better than others, but we’re growing from them all. No matter how much planning and development you do, you just don’t know if something will click or not until you put it out there,” Desiree tells us. “We’re learning constantly. Taking it all in, and being able to adjust quickly I believe is one of our greatest strengths.”

Even in a less-than-stellar financial market the public has been purchasing T&C with great enthusiasm.

“In an economic downturn, accessories in particular are a great business to be in because they are a way to liven up your wardrobe without overspending. They allow us to spice up our basics and bring an old outfit new life,” Desiree says. “The ‘Tie All Scarves’ which are our biggest sellers made of a linen/viscose blend, always work no matter what the print, color, or season. Our scarves are incredibly versatile and can take you from a cold office to a warm sunny day at the beach, followed by a dinner out.”

Desiree and Stefani’s hopes for the future of Theodora & Callum express an easy wait-and-see attitude with everything moving full-steam ahead.

“We are very proud of how organically the brand has grown so far, and we just celebrated our first year. We’ll have to wait and see what’s next for T&C, but I’m sure it will be exciting!” said Desiree. 





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Thomas J. McCrink, President and CEO of Vascure Natural LLC, has an impressively extensive history of experience in the pharmaceutical and biotechnology industry and his expertise is valued in this business. The company is fully staffed and advised by other industry experts who provide quality information and products to their customers.



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# THE Nail & Skin INSTITUTE



Dana Caruso (C) with Jomanna Kidd (R) and assistant Jackie.

Countess Continued from Page 17.



Lu Ann in one of her newest fashions.


Hamptons Magazine. She has appeared on Larry King Live, The Joy Behar Show, CNN Show Business Tonight, Entertainment Tonight, The Today Show, Good Morning America, Extra, Good Day New York, KTLA Morning News, E! Entertainment, The Style Network's The Dish, PBS's Moment of Luxury and TV Guide's The Fashion Team. In February 2011, she made a guest appearance on Law & Order: SVU and she also made a cameo appearance on the popular USA Network series Royal Pains. She also made her cabaret debut at New York's Town Hall on the bill with Liza Minnelli and Chita Rivera as part of the Jim Caruso Cast Party benefit for Broadway Cares/Equity Fights AIDS.

The Countess Luann is also a strong supporter of giving back to the community, so she brings her volunteer leadership and resources to the American Cancer Society, GLAAD, Hetrick Martin Institute, The Auditory/Oral School of Brooklyn, and ACE's Soho Partnership and was photographed along with many major celebrities for The California NOH8 Campaign.

For the future?

"Of course it would be great to continue with, 'The Real Housewives' and keep building my businesses on that platform" remarks LuAnn.

However if the show ceased being a reality, going forward that wouldn't stop her and her family from moving ahead.

"I want to continue to be a good role model for my children and encourage them to be creative and entrepreneurial but most of all happy," says LuAnn. 

By Robyn Santiago

Dana Caruso, founder and Chief Executive Officer of the Nail and Skin Care Institute, is a global beauty expert recognized for her mastery of beauty and style. Caruso is especially known for her "Science Based and Trend Forward" sense of style. Committed to stimulating and advancing the industry, Dana has dedicated her career to improving standards in nail and skin education with her insightful expertise. Because of these high standards, the Nail and Skin Institute provides students with a quality education while keeping them informed on the most innovative and recent skills necessary to succeed in the industry. Thanks to Dana's unique vision and passion for passing on her expertise, thousands of Estheticians, Nail Technicians, Waxers, and Makeup Artists have found great success in the multi-billion dollar beauty and medical spa industry. Dana's hard work and dedication has made The Nail and Skin Institute one of the top 5 institutes in the United States.

Dana Caruso's Nail and Skin Care Institute has been recognized as one of the Top 5 schools for nail and skin esthetics in the country. The Institute offers an extensive list of Post Graduate certification classes, which are crucial in the process of refining the skills necessary to perform quality work. After being certified, students are allowed the beneficial opportunity of practicing on clients in the fully functioning spa within the institute. This hands-on experience is a treasured asset of this unique education process.

In addition to her dedication to the Nail and Skin Care Institute, Caruso is also a global beauty expert for the Sally Hansen and O.P.I. brands with which she is partnered. She is known for having exclusive and ingenious opinions on the top trends for every season in the fashion, colors, nails and style fields. Her expertise in the industry has been recognized by all of the leading beauty publications in which she has been featured, including: Fitness, Elle, Cosmo, Teen Vogue, Star, Lady's Home Journal, Glamour, Essence, The New York Times, In Style, Good Housekeeping, Marie Claire, Vogue, People, Lucky, Redbook, O Magazine, Prevention, Cosmo Girl, Vanity Fair, Cosmopolitan, Better Homes & Gardens, Nails Magazine, Nail Pro, Access Hollywood, NBC, CBS, ABC, CNN, Extra, Entertainment Tonight, Full Frontal Fashion and Vogue TV.com.

Dana Caruso's passion for the beauty and medical spa industry has led her to create an incredible unique education opportunity for others with the Long Island Nail and Skin Care Institute, thus sharing her desirable and impressive knowledge through her various endeavors and achievements.

For more information on The Nail & Skin Institute, visit:  
[www.linailskincare.com](http://www.linailskincare.com)

For more information on Dana Caruso, visit: [www.DanaCaruso.com](http://www.DanaCaruso.com)  
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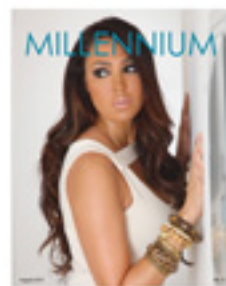
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Millennium appears online and in print.

Print editions are published as a slick, high-gloss full color bond magazine.

Online we publish a digital flip book with embedded links to featured content/advertisements web sites.

Issues are distributed to upscale restaurants, spas, boutiques, grocers, hair & nail salons, private medical offices, etc.

Millennium is read by local, regional and a growing national and international following which includes, entrepreneurs, heads of corporations, professionals, non-profit groups, politicians, educators, artists, entertainers, musicians, models, etc.

The publication focuses on high-profile events, business, art, beauty, film & music, culture, dining, entertainment, fashion, health & wellness, environment, sporting events, nightlife, philanthropy, charity galas, politics, real estate and advertising.

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*just waiting to be given away*

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You've discovered the Challenge that's simple, affordable, fun, and real life-compatible! So how do you begin? All you've got to do is **Set, Select, & Share!**



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#### SELECT

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# THE PRIZES

## CHAMPIONS WIN

- The **Ultimate Hollywood Transformation Vacation!**
- Luxurious trips to exciting destinations
- VIP Treatment
- Head-to-toe spa experience
- Celebrity styling + new attire
- professional photo/video shoot
- \$25,000 Promotional **Branding Package**
- Personalized Champion Business Cards
- Featured in ViSalus marketing—seen by millions online, in print, and video
- Exclusive Champion Performance Jacket & Gear
- A lifetime of **FREE priority admission** to ViSalus events
- And much much more!

## FINALISTS WIN

- Body by Vi™ Finalist Medal
- \$500 Vi-Store **shopping spree**
- \$500 ViSalus **Product Gift Card**
- Featured in Body by Vi™ Newsletter
- And much more!

## EVERYONE WINS

- Collector's Edition Prizes!
- **Free Product!** Anyone on the Body by Vi™ Challenge can get their product for FREE every month simply by helping 3 other people join with the same or greater value Challenge Kit.
- Recognition for those who complete multiple Challenges. Lose your way into the 50lb, 75lb, 100+lb Clubs!
- And more!

### CATEGORIES

Body by Vi™ Challenge Champions—those with the best 90-day success stories—are selected from Male, Female, Couples, Team, Random Drawing, and Family categories!

### JUDGING CRITERIA

Finalists & Champions selected by private panel of health and fitness experts based on:

- 50% Overall Challenge Transformation (before/after photos, measurements, results)
- 25% Story/Self Promotion
- 25% Community Votes





iPad

2:38 PM

91%

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