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## The Art of Drama Queen Style and Fashion

by Atamarie Reka *with additional writing by Bridget Petrella*

**E**ver since the days of Greta Garbo, the one true "diva"... fashion designers have looked to celebrities for inspiration. Today's trend-setting designers are not really that different. Karl Lagerfeld and Calvin Klein are fascinated with the likes of Lindsay Lohan, Halle Berry has the starring role in Versace's spring/summer ad campaign and Marc Jacobs, who famously picks among a variety of obscure muses from Lil' Kim to Sofia Coppola, has recently signed White Stripes drummer Meg White as the face of his upcoming campaign. So what is all of the hub bub about? Let's just say that as quickly as Janet Jackson's assistant can purchase a large calorie-ridden croissant with an even larger cup of tea at San Diego's Coffee Bean & Tea Leaf (at 6:00 a.m.), Drama Queen Style has become the hottest commodity to hit the web since George Clooney actually began "blogging".

"No matter what designers say, they're still very inspired by the stars," says Danielle Orsino, the bold and innovative Creative Officer at Drama Queen Style whose numerous clients have included a myriad of stars from the world of motion pictures to the closed sets of daytime television. "It's still a celebrity world." That might really be true, and stylist Amanda Reno, who often works with Carmen Electra, Virginia Madsen and Kristin Cavallari, says celebrities are the first place designers go for inspiration. "Designers know just how important it is to get their clothes on these women. The customers who shop at Barneys and Saks are looking to these stars for inspiration for what they're buying and wearing."

Are the stars of today truly inspirational or influential?— "That's the \$10 million dollar question," continues Orsino, "Celebrities are far

more important today because models aren't as much of a factor anymore," she explains. "(Celebrities are) influential because anytime you can get a dress on a star, you literally get hundreds if not thousands of inquiries about that particular dress. But personally, I don't find them to be inspirational."

Certainly, sometimes there's an obvious source of inspiration, take, for example, Yves Saint Laurent's Mondrian-inspired dresses in the 1960s. But designers can easily be inspired by anything— a movie, a book, art, travel and sometimes just daily life. "When I'm in Europe, I just sit quietly in the cafes and watch people," Orsino says. "The men and women there look so remarkably effortless. A color will jump out at me. It can be subtle or it can be suggestive and predatory, but when you envision that particular hue and it eventually evolves into something more, a symphony of lines and patterns... it really is an inspiring moment." **UB**

Drama Queen Style can easily be found at the following address: [www.dramaqueenstyle.com](http://www.dramaqueenstyle.com).

