

O

THE OPRAH
MAGAZINE

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10 Web Sites with
All the Answers

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One Thing
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Thinner
Your Hair
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The Secret to Happiness

Meet the man who's got it
(And he's sharing on page 160)

De-clutter Your Life

It's time to simplify things—Oprah's starting with her closet*

* Her bags,
Her shoes,
Your chance
to bid and win!

O's Great Online Auction

(And it's all for an excellent cause)



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NO-NONSENSE CHIC

It's gutsy to begin a line with just eight staples in three colors (red, black, and white). Among Rodriguez's devotees, from left: CNBC anchor **Maria Bartiromo**, in a cap-sleeved tee (\$65) and stretch denim pencil skirt (\$150), admires his "clean lines" and capacity to adapt to new business models (a key point in her forthcoming book, *The 10 Laws of Enduring Success*). Earrings, Lily Posh at SupplementsNY. Cuff, Cara Croninger. The red jersey dress (\$270)—fitted on top, with hip-accommodating ease in the skirt—is "fun, comfortable, and sexy," says publicist **Blanca Lassalle**, and the color is perfect (Rodriguez calls it "everybody's red"; neither too orange nor too blue, it looks good on anyone). Earrings, Lena Skadegard. Ring, Moritz Glik. Shoes, Giuseppe Zanotti Design. "This is a 'hey, baby' dress!" says *Wall Street Journal* fashion columnist **Teri Agins** of her body-molding sheath (\$250). "The fabric has substance—it doesn't cling. It feels expensive." Earrings, C. Greene. Necklace, Elizabeth Locke. Cuff, Kara by Kara Ross. Shoes, Salvatore Ferragamo. *Except where otherwise noted, all clothing from Narciso Rodriguez Collection for eBay.*



Carolyn Bessette wore Narciso to wed JFK Jr., 1996.



Claire Danes at the Oscars, 1997.



Sarah Jessica Parker at a premiere, 2002.



Oprah on the fifth anniversary cover of O, 2005.



Michelle Obama on election night, 2008.



Look Who's on eBay Now

If you want to feel chic, sleek, and confident, Narciso Rodriguez is the guy to see. Now the designer is venturing online, with an eight-piece collection that delivers his signature style at surprisingly nice prices. O's exclusive preview.

NARCISO RODRIGUEZ'S CLOTHES aren't show-offs, and neither is he. Modest and intelligent, he exudes quiet intensity and charm: Even his habit of calling women "girls" is endearing because he so clearly respects the female body. "He knows that women have curves," says longtime fan Erica Reid, wife of music-world powerhouse Antonio "L.A." Reid. "His cuts are realistic. He isn't designing for a pencil!"

Perhaps that's why celebrities have loved Rodriguez's clothes from the start: Julianna ▶

Margulies, Rachel Weisz, Jennifer Connelly, Salma Hayek. Awards, too, build a designer's renown, and Rodriguez has won a ton, including three from the Council of Fashion Designers of America.

But red-carpet triumphs and industry honors do not a business make. Although Rodriguez has been justly praised for his modernity and sophistication, he's had no store of his own—until now. You'd think he'd take up residence on Madison Avenue or Rodeo Drive.... Instead, his new address is on eBay.

It might seem an odd alliance: elite designer and mass marketplace of 89 million shoppers. But this affordable (\$65 to \$350), accessible (sizes XS to L), limited edition collection—launching in mid-February at ebay.com/narcisorodriguezforebay—makes sense in an economy that's challenging us to buy and sell smarter. "If even an eighth of eBay shoppers stopped by my online store, my clothes would have more visibility than they would in a New York boutique," Rodriguez says.

This is also a departure for eBay: Although it's had fixed-price options for years, an exclusive original collection is a first. "It's a new frontier for high-end designers," says Karina Sokolovsky, director of consumer public relations for eBay. "This has the potential to revolutionize the fashion industry by offering direct sales with an extremely broad reach."

These days, of course, there's hardly a designer who *doesn't* have a lower-priced offshoot. The question is how well it's executed. Rodriguez is determined to retain the fit, quality, and style of his regular collection: The clothes, mostly made of Italian fabric, feature precise details like seaming and topstitching. "I'm not a fan of disposability," Rodriguez says. More classic than faddish, he has kept the same essential vision—clean, easy, functional. "Timeless doesn't have to be boring," he says. Nor does it have to be just for the young, rich, and thin. "I want to dress uptown and downtown girls, girls in the Midwest and Europe, 25-year-olds and 65-year-olds, women of all sizes," Rodriguez says. Given a platform like eBay, this is entirely possible.



SEEING DOUBLE

"I could rock that," says mother of two **Erica Reid** (*near left*) when she sees this reversible trench—at \$350, the most expensive piece, but also two coats in one. "You could wear it white side out for day, then switch to black for evening," perhaps over a racy red dress (\$270). Earrings, Dean Harris. Bangle, Ippolita. Ring, Glow by Sheila Fajl. Interior designer **Amy Lau** (*far left*), an eBay habitué ("It's a great resource for inspiration"), calls Rodriguez's new partnership "genius." Here she showcases the trench's versatility by wearing it with jeans (7 For All Mankind, \$155) and a jersey top (\$65). "Narciso's tailoring is exquisite. I love good craftsmanship," she says. Earrings, Ivanka Trump Fine Jewelry. Necklace, Noir Jewelry.

GRAPHIC AND NOVEL

"I love a tailored dress," says **Marjorie Gubelmann**, founder of the home-fragrance company Vie Luxe. "You just zip it up and go—it's practical." Not to mention body enhancing: "I'm not a size 4, and I think a dress can hide a multitude of sins. Narciso's silhouettes are extremely flattering." This sleeveless black sheath (\$250) is distinguished not only by a killer shape but by Rodriguez's gift for color-blocking—a triangle of white on one side casts an attractive light on the face. Necklace, R.J. Graziano. Cuff, Cara Croninger.

