

PCNY Luncheon

Top editors from leading trend/style publications:

October 3, 2001

ROB HASKELL:

Thank you. Maybe I should say little more about what I do since I did give him such a (...) bio last night (...) I do oversee the Eye in Women's Wear Daily and in W and WWD for me often functions as a testing ground for stories that I might wanna develop in the Eye and W, my.. the core of what The Eye does, really, is we focus on the happiness of parties, particularly parties in New York. I go out all the time, I'm constantly bombarded with invitations to parties, many of which lately, well not so much in the last couple of weeks but in the last year have involved ever-greater quantities of Lucite and champagne and crinkly materials of all kinds. I don't know whether how much of that responsibility falls in the hands of any of you, but I beg you to lay off all that stuff because I feel incredibly guilty every time I put them in my trashcan. But in any case in addition to the parties which we cover rigorously at WW and W, I'm looking for stories about what is new in all facets of culture: new restaurants, new designers, new musicians, and in addition to what's new, what is fabulous or newly fabulous in all those arenas. In W we turn those into longer features although to use Matt's words ours tend to be quicker and dirtier. We like to get them out right away, that's always been of primary importance to Patrick McCarthy and really it's the (touchstone?) of the Fairchild way. Peter asked me to do my best to explain the difference where Fairchild or how Fairchild relates to Conde Nast and unfortunately that relationship is still a little nebulous to me but obviously W's greatest friend and worst enemy out there is Vogue, we're essentially competing for the same kinds of stories. And I think that I probably speak for both publications when I say that although we've done our bit to acknowledge the gravity of this moment, we recognize that our function more than that of (____) Vanity Fair is to provide a little lightness in the lives of our readers, a few laughs, a little bit of wickedness and a lot of glamour. So we're continuing to do that in the next couple of months. It really has, it has been business as usual, I can safely say. We're focusing a bit on luxury in the November issue, which was a rather awkward thing to have to negotiate. I think a lot of people feel at the magazine and a lot of the people that we spoke to building the luxury section felt a bit guilty offering any information at all. But the fact remains as much as people may be staying out of stores, people are as interested as ever, our readers at least, in reading about this stuff because it does take people's minds off everything else. Let's see, I'm not sure there's anything else I need to say now, I guess I'll just wait for some questions. Thank you.