

# Heidi Baron Godoff

creative director, senior fashion editor,  
marketing director, style raconteur

web:  
fashion/lifestyle  
/e-commerce

## Digital Launch:

Created and launched online store for internationally renowned fashion destination Kirna Zabete, Soho, NYC

Virtual e-commerce of the real store experience. Clean, elegant, witty.

Recreated the luxury shopping experience and sense of beauty in a digital format

Achieved through creating compelling + aspirational weekly site updates to highlight new merchandise.

Created email blast stories around new products with quick turn-around to stay ahead of trends and move merchandise.

Snappy tag-lines, edited and wrote short text.




# Accessories

A daily experience that allows one woman to become several...

BAGS  
BELTS  
JEWELRY



 **NEWSLETTER**  
Are you on The List?  
  
**GO →**

 **DESIGNERS**  
 Alexander Wang, Giambattista Valli, Lanvin, Nina Ricci, Rick Owens, Stella McCartney..  
So many designers so little time.

 **CUSTOMER SERVICE**  
Lorem ips um dolor s it ame cons-  
ectetur adipis ic em the ips um  
dolor

 **JUST IN**  
Lorem ips um dolor s it ame cons-  
ectetur adipis ic em the ips um  
dolor




# Life

The little things to make it happier...

- BABY
- BOOKS
- CANDLES
- CD'S
- DOG
- HOME STUFF
- LAUNDRESS
- PERFUME
- TOYS



 NEWSLETTER  
Are you on The List?  
  
[GO →](#)

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Lorem ips um dolor s it ame cons ectetur adipis ic em the ips um dolor

 JUST IN  
Lorem ips um dolor s it ame cons ectetur adipis ic em the ips um dolor



[JUST IN](#) | [DESIGNERS](#) | [CLOTHES](#) | [SHOES](#) | [BAGS](#) | [JEWELRY](#) | [ACCESSORIES](#) | [LIFE](#)

[All Shoes](#) | [Flats](#) | [Heels](#) | [Sandals](#) | [Boots](#)

## Shoes

ALL SHOES  
FLATS  
HEELS  
SANDALS  
BOOTS

“ ELEGANCE IS GOOD TASTE PLUS A DASH OF DARING ”



### Shop Talk

Ever Changing editorial content from Kirna and Zabete

[> Take a Look](#)

### Customer Service

Fashion emergency? Style SOS? Any questions? We're here to help.

[EMAIL US OR 1-877-KZ LUVS U](#)

### Join the List

Stay up on the latest and the greatest we find





**JUST IN** | [DESIGNERS](#) | **CLOTHES** | [SHOES](#) | [BAGS](#) | [JEWELRY](#) | [ACCESSORIES](#) | [LIFE](#)  
**Dresses** | [Tops](#) | [Pants](#) | [Jackets](#) | [Coats](#) | [Skirts](#) | [Knitwear](#) | [Swim](#)



**Lanvin**  
Sleeveless Belted Dress

Wool jersey dress with draped high neck, single cap sleeve and pleat detailing at shoulder. Elastic belt at waist. Asymmetrical pleating throughout skirt. Shoulder and side zip closures.

Fits true to French sizing.

Black  
94% Wool, 3% Elastane, 3% Nylon  
Dry clean  
Imported

Size:

**Price:** \$1,550.00

Amount:



[Size chart >>](#)  
[Email to a Friend >>](#)

Like Be the first of your friends to like this.

SHARE

Questions? Styling Advice?  
Email us at [customerservice@kirmazabete.com](mailto:customerservice@kirmazabete.com)

**Wear me with:**



Lanvin  
Satin Bow-detail Pump  
Price: \$890.00

# GO NUDE WITH ATTITUDE

in Alexander Wang, Lanvin, Nina Ricci



Nina Ricci  
Ruffle Dress

STYLISH STYLISTS  
"LEAVE LOOKING LOVELY"  
XOX

Alexander Wang  
Classic Mini Pocket Tank

Proenza Schouler  
Large Shoulder Bag

Lanvin  
Platform Sandal

Alexander Wang  
Rico Bucket Bag



# PATTERNS & TEXTURES

Lanvin Bags, Necklaces, and Shoes



STYLISH STYLISTS  
"LEAVE LOOKING LOVELY"  
XOX

Lanvin  
Satin Ballet Flat

Lanvin  
Happy PM Bag

Lanvin  
Happy PM Bag

Lanvin  
Happy PM Bag

Lanvin  
Satin Ballet Flat

Lanvin  
Pearl And Ribbon  
Tassel Necklace

Lanvin  
Lattice Heel



# Lighten Up with Heavy Metal

In Pierre Hardy, Lanvin, and Prova



STYLISH STYLISTS  
"LEAVE LOOKING LOVELY"  
XOX

Pierre Hardy  
Messenger Bag

Pierre Hardy  
Nylon Weekender

Lanvin  
Metallic Foldover  
Clutch

Pierre Hardy  
Cube Clutch

Prova  
Long Social Climber  
Necklace

Pierre Hardy  
Metallic Sailor Heel



# WEEKEND GATEWAY



Jean Paul Gaultier  
Stripe Feather  
Tunic



Jean Paul Gaultier  
String Bikini



Balmain  
Destroyed Jeans



Pierre Hardy  
Nylon  
Weekender



Repetto  
Jocaste Sandal



**KIRNA ZABÊTE**.com  
1st annual virtual  
**WAREHOUSE SALE**  
March 27 to April 3  
*Last Call Y'all!*

STYLISH STYLISTS  
"LEAVE LOOKING LOVELY"  
XOX



**KIRNA ZABÊTE**

**SHOP 24/7**

**96**

**SO MANY DESIGNERS SO LITTLE TIME:**

**All Sales are Final.**

## Swanson Vineyards

Mission: develop and grow the direct-to-consumer business at Swanson Vineyards exclusive Rutherford estate and develop an upscale online experience to introduce the brand to a national audience.

Launched the Swanson digital wine shop: created brand + identity using a playful, upscale + youthful lifestyle message to set Swanson apart from the traditional advertising + promotion coming out of the Napa Valley Wine industry.

Created an e-commerce site with an editorial feel. Launched the Alexis' blog for 'the curious and eccentric' visitor to the Napa Valley - more lifestyle in content, less wine.

Created lower price point wine line + Sip Shoppe to attract a younger, cosmopolitan audience.

## GLORIFY THE MUNDANE

### INTRODUCING... HOUSE WINE



We're going back to our roots and celebrating the rituals of the everyday...

House Wine drinks like a \$60 bottle of Cabernet, but this Bordeaux blend only sets you back 25 bucks. Enjoy!

[BUY](#)

**CHECK OUT ALEXIS' BLOG:  
MEET JAMES FREEMAN FROM  
BLUE BOTTLE COFFEE...**



#### BOOK A TASTING



#### MODERN HOUSE WINES



#### ALEXIS' BLOG



#### JOIN THE CLUB



Like

2K

Send

SPECTACULARLY  
PACKAGED GIFTS

INSTANT CELLAR

MERLOT STARTER KIT

ANGELICA

MODERN HOUSE WINES

VOSGES HAUT CHOCOLAT  
FOR SWANSON VINEYARDS



ALEXIS'  
NAPA BLOG

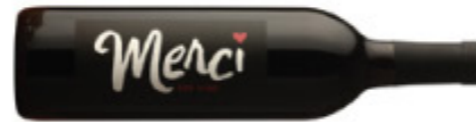
WINE CLUB  
MEMBERS  
SAVE  
10 to 20%  
Sign Up >

## GIFTS FOR EVERY OCCASION... CHOCOLATES, DESSERT WINES, MODERN HOUSE WINES, CAVIAR + GLASSWARE

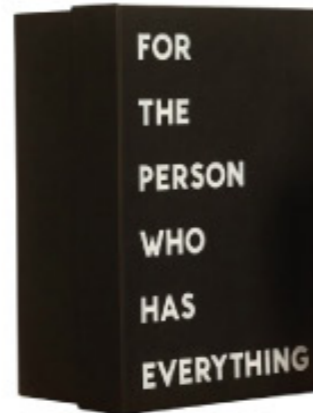
Like 2K



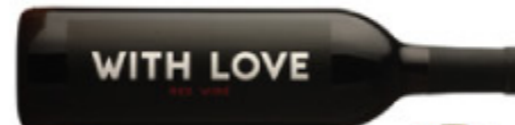
↑  
SET OF 4  
GLASS DIXIE CUPS!



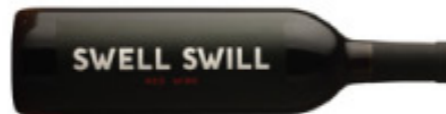
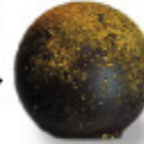
↑  
DECADENT TOFFEE  
+ SEA SALT



↑  
BEWITCHING  
NIGHTCAP



VOSGES DARK CHOCOLATE  
+ A SPRINKLE OF CURRY →



↓  
TASTING KIT



↑  
FOR THE  
NEWLYWEDS!



- THE BEGINNING
- HERITAGE
- WHAT WAS I THINKING?
- SWANSON PEEPS
- FAST FACTS
- TERROIR
- SUSTAINABLE FARMING
- WINEMAKERS



**ALEXIS' NAPA BLOG**

WINE CLUB MEMBERS SAVE 10 to 20% Sign Up >



**PROPRIETOR & PROPRIETRESS**  
*of* **THINGS FINE... MOSTLY WINE.**

Like 2K



### DID YOU KNOW...

In 1985, on a vineyard between Opus One and Silver Oak - in the heart of Napa Valley's finest Cabernet soils - Clarke Swanson took a leap of faith and planted Merlot on his 100-acre vineyard.

Today Swanson Vineyards is one of the most recognizable and reliable Merlots, known for making a "Cab lover's Merlot," respectably priced!



**ALEXIS' NAPA**



**WINEMAKER CHRIS PHELPS**



ALEXIS' BLOG

COMFORT PAIRINGS

GUEST OF HONOUR

PEEPS & PLAYERS

Katrina Markoff  
World Famous Chocolatier

Michael Bauer  
World Famous Food Critic

Alexis Swanson Traina  
Our Favorite Creative Director

Leslie Rudd

Michael Chiarello

Tucker Taylor

James Freeman

Jean-Philippe Delhomme  
The Unknown Hipster

Ira Yeager  
World Famous Painter

Trevor Traina  
World Class Husband

Tom Britt  
World Famous Decorator

Andy Spade  
World Famous  
Marketing Genius

Christian Moux  
Master of Merlot

Elizabeth Swanson  
Wizzardess of Oz

Veronica Swanson Beard  
Future Famous Designer

Stanlee Gatti  
The Emperor of the Party

ARCHIVES

### PEEPS & PLAYERS

Each month, Swanson Vineyards celebrates a Bay Area resident whom we totally admire and inspires us...

Like 2K



Katrina Markoff



Ira Yeager



Trevor Traina



Andy Spade



Thomas Britt



Jean-Philippe Delhomme



- RED WINES
- WHITE WINES
- SALON SELECTIONS
- MODERN HOUSE WINES
- SWEET WINES
- ALL WINES
- WINE CONCIERGE



[MORE PICTURES](#)

## 2006 FACE Cabernet Sauvignon

Unfined and unfiltered, the 2006 Swanson Oakville Cabernet Sauvignon exhibits a black/ruby color, and intense aromas of sweet, ripe cassis, black licorice, vanilla and black cherry. The mouth shows big, round, ripe, velvety tannins. Massive texture and dark fruit are in perfect harmony here. Finish is very youthful, with superb extraction, and layers of ripe, black fruits. This is perhaps the most harmonious wine Swanson has ever produced. Anticipated maturity: 2015.

Like

*Wine Spectator, Nov. 15, 2010*

*93 points, Tight, firm and concentrated, offering a trim band of spice, dried currant, blackberry and black licorice notes, with a dash of herb and sage. Full-bodied and well-structured, ending with layers of flavor and chewy tannins. Best from 2012 through 2022. 131 cases made. -JL*

### PURCHASE THIS WINE:

Price: **\$130.00**

Order Quantity:  [ADD TO BASKET](#)

Pricing Per Case (12 - 750ml) **\$1,560.00**

Case Quantity  [ADD CASE TO BASKET](#)

### Winemaker Notes

This wine was sourced exclusively from our three best blocks in the Schmidt Ranch vineyard, located along the Oakville benchland on the western side of the valley, along the Mayacamas mountains. The well-drained alluvial soils produced a small crop of very intense, concentrated fruit in 2006.

### VINTAGE

In 2006, our Cabernet Sauvignon vines were perfectly balanced,

# 93PTS

### DID YOU KNOW?

The '06 Swanson Vineyards "Schmidt Ranch" Cabernet Sauvignon got 93 pts from Wine Spectator - for the second year in a row!

### TRY IT WITH...



**NEED ADVICE FOR GIFTS + PARTY WINES?**

[ALEXIS' BLOG](#)

[COMFORT PAIRINGS](#)

[GUEST OF HONOUR](#)

[PEEPS & PLAYERS](#)

[ARCHIVES](#)

[HELLO, SEPTEMBER](#)

[HELLO, AUGUST](#)

[HELLO, JULY](#)



**ALEXIS' NAPA BLOG**

**WINE CLUB MEMBERS SAVE 10 to 20% Sign Up >**

## SEPTEMBER IS TIME TO... VISIT THE SIP SHOPPE!



← **MENU**



← **BONBON**



← A CANDY STORE FOR ADULTS!

### CHECK IT OUT...

The Swanson Sip Shoppe is a candy store for adults: reinventing the rituals of fine wine, reviving the night cap, offering our favorite wines and clever gifts. An informal and cheeky adventure, with something for everyone... from the sublimely, old fashioned **Clarke's Bark** (crunchy toffee smothered chocolate) to the highly coveted and extra-rare " **Angelica** " dessert wine made from America's **oldest Mission grape vineyard** . Our Sip Shoppe Tastings have been created to please both the oenophile and those who want to be. Tastings include morsels of Vosges Haut Chocolat, domestic Tennessee caviar, stinky cheeses and house-made sno-balls.

**VIEW THE MENU >**  
**BOOK A TASTING >**

ALEXIS' TIPS & SCOOP

[WEDDING WINES](#)

[WEDDING +  
THANK YOU GIFTS](#)

[PARTY FAVORS &  
WELCOME GIFTS](#)

[VISIT US](#)

[OUR FAVORITE  
WEDDING BLOGS](#)



**ALEXIS'  
NAPA BLOG**

**WINE CLUB  
MEMBERS  
SAVE  
10 to 20%  
Sign Up >**



THE PERFECT  
WEDDING  
WINE!



**ADD TO BASKET**

# Just Married

RED WINE

...AND ALL THINGS WEDDING!

WHAT TO **SERVE**  
ON YOUR BIG NIGHT...

**GIFTS** TO GIVE  
THE HAPPY COUPLE

**TIPS**, PEEPS & SCOOP  
FROM ALEXIS



← **CHECK  
these OUT!**

Like 2K

[ALEXIS' BLOG](#)[COMFORT PAIRINGS](#)[GUEST OF HONOUR](#)[PEEPS & PLAYERS](#)[ARCHIVES](#)

**ALEXIS'  
NAPA BLOG**

**WINE CLUB  
MEMBERS  
SAVE  
10 to 20%  
Sign Up >**



### ALEXIS' TIPS FOR THE CURIOUS & ECCENTRIC...

Please allow me to introduce myself... My name is Alexis Swanson Traina. I am a wife, mother of 2 young children and also creative director... [read more](#)



### DID YOU KNOW...

On my way to Napa from the City (at mid point, on Hwy 121) is the most delicious + old fashioned little diner called the Fremont Diner, serving some of the best food in Northern California. A stop here on our way to Napa is a top priority!

Like 2K

### ALEXIS' TIPS & SCOOP

[WEDDING WINES](#)

[WEDDING +  
THANK YOU GIFTS](#)

[PARTY FAVORS &  
WELCOME GIFTS](#)

[VISIT US](#)

[OUR FAVORITE  
WEDDING BLOGS](#)



**ALEXIS'  
NAPA BLOG**

**WINE CLUB  
MEMBERS  
SAVE  
10 to 20%  
Sign Up >**

## ALEXIS' WEDDING *tips + scoop...*

Based off Alexis' blog "Napa for the Curious + Eccentric" we present our favorite Bay Area baker, honeymoon love shack, party locations, lover's cocktail, on + on.....

### the ultimate wedding black book

**STANLEE**

**THE EVENT MASTER**



**THE WEDDING PLANNER**



**ROCKIN' MIXOLOGISTS**



# Hello, March!

**THIS MONTH IT'S...  
DINERS + 1/2 BOTTLES**

**WHAT'S NEW AT  
SWANSON VINEYARDS**



### CATEGORIES

- [ceremonies-and-rituals](#)
- [coffee](#)
- [deal-night](#)

FORWARD TO A FRIEND

**SWANSON**  
VINEYARDS

**4 NIGHTS OF GOOD TIMES**  
what we're loving this winter...

FANCY CABERNET \$125 +  
PINOT GRIGIO \$20 +  
SMELL SWILL \$20 +  
CREPUSCULE \$50 +

**GET THE BUNDLE FOR \$250!**  
PLUS COMPLIMENTARY SHIPPING  
(accessments not included)

[www.swansonvinyards.com](http://www.swansonvinyards.com)

FORWARD TO A FRIEND

**SWANSON**  
VINEYARDS

**LOVE for SALE**

2 BOTTLES WITH LOVE  
3 BOTTLES LUCKY NIGHT  
\$150

READ ALIXIS' BLOG  
SEE SWANSON'S  
VALENTINE'S DAY MENU

[www.swansonvinyards.com](http://www.swansonvinyards.com)

**FOR THE PERSON WHO HAS EVERYTHING**

FORWARD TO A FRIEND

**SWANSON**  
VINEYARDS

**LET ME COUNT THE SWEET WAYS I LOVE THEE...**

1. **2007 FANCY CABERNET**  
TREAT HER TO AN AFTERNOON OF SPINOZ AT THE 52 ON
2. **2006 ANGELICA**  
TREAT HER TO THE SWEETEST OF THE SWEET WAYS
3. **2006 PINOT GRIGIO**  
TREAT HER TO A BOX OF CHOCOLATE BY VOICES OF THE WOODS
4. **2006 CREPUSCULE**  
TREAT HER TO AN AFTERNOON OF SPINOZ AT THE 52 ON

**&**

IT WOULD BE OUR GREATEST PLEASURE TO TREAT YOUR MOTHER TO AN AFTERNOON OF SPINOZ AT THE 52 ON.

52 ON  
EASILY 52 ON FOR THE YEAR

[www.swansonvinyards.com](http://www.swansonvinyards.com)

**SWANSON**  
VINEYARDS

**THE INSTANT BBQ**

OUR 94pt 2007 MERLOT + CHRIS PHELPS' MERLOT BURGERS

**BUY NOW** **GET RECIPE**

**20% OFF CASE PURCHASES TIL JUNE 30TH**

[www.swansonvinyards.com](http://www.swansonvinyards.com)  
[alixisnapa.com](http://alixisnapa.com), for the curious + eccentric

**SWANSON**  
VINEYARDS

**CALLING ALL NEW YORK SWANSON WINE LOVERS...**

JOIN US FOR A GLASS OF WINE WITH WINEMAKER CHRIS PHELPS

TUESDAY, APRIL 5  
5 to 7 PM

WE WOULD BE DELIGHTED TO SEE YOU!

BAR ON 5TH  
HOTEL BETH FIFTH AVENUE  
400 FIFTH AVENUE  
(Between 38th and 39th)  
NYC, NY

SHILLY SCHMIDT 707-488-6302

[www.swansonvinyards.com](http://www.swansonvinyards.com)

**SWANSON**  
VINEYARDS

FOR EVERY ONE OF DAD ON YOUR LIST WE'VE GOT HIM COVERED...

- FOR THE DAD WITH A JOINT TOOTH  
2007 FANCY CABERNET \$125
- FOR THE DAD WHO IS JUST A LITTLE NAUGHTY  
2006 PINOT GRIGIO \$20
- FOR THE DAD WHO LIKES TO GET HIGH  
2006 CREPUSCULE \$50
- FOR THE DAD WHO LIKES TO DRINK ON THE JOB  
2006 ANGELICA \$20

2007 FANCY CABERNET \$125

[www.swansonvinyards.com](http://www.swansonvinyards.com)

**SWANSON VINEYARDS INVITES YOU TO AN EVENING FOR THE CURIOUS AND ECCENTRIC**

SAT JULY 31 2010

ELIZABETH'S THE BALLROOM BARN 6:30-9:00

2006 ALEXIS CABERNET SAUVIGNON  
RUTHERFORD GRILL RIBS  
2006 CREPUSCULE

**RSVP** CLARKE'S BARK'S PERFECT ENDINGS RED VELVET CAKE

SOMEWHAT QUICKLY 707.963.8427  
[alixis@swansonvinyards.com](mailto:alixis@swansonvinyards.com)

**\$150 PER PERSON**

THE SWANSONS 1066 OAKVILLE CROSS ROAD  
OAKVILLE, CALIFORNIA 94562

REQUIRED READING: ALEXIS' BLOG! ALEXISNAPA.COM

**SWANSON**  
VINEYARDS



**INSTANT NAPA**

**CABERNET**

**2008**



**WINES WITH A WINK...  
FOR EVERY OCCASION**

So delicious you don't even need to think about it – this wine will be your house favorite, in an instant! Sure, we're serious winemakers from the Napa Valley, but we leave stuffiness at the door when it comes to enjoying wine. We chose the finest grapes for our distinctive Bordeaux blend, for a wine that's special enough to celebrate on your most significant occasion, yet a perfect delight for your everyday adventures, too

**RED WINE  
OAKVILLE  
NAPA VALLEY**

**BOTTLED BY  
SWANSON VINEYARDS  
RUTHERFORD, CA 94573**

**ALC 14.8% BY VOLUME  
CONTAINS SULFITES**

**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



## Calypso St. Barth

Mission: Redesigned the Calypso St. Barth website to reflect the brand image and shopping experience of the international Calypso St. Barth stores. Easy, breezy island-feel to simulate the original tiny store in St. Barth that Christianne Celle created back in the early 90's.

Created templates for easy product segmentation + functionality. Simplicity and beauty.

(The real reason for the site update was to get the entire brand ready to be sold. Mission accomplished sold for \$60 million in 2008)

ENTER KEYWORD

GO ▶

CALYPSO

St. Barth

YOUR ACCOUNT YOUR CLOSET YOUR ORDER (0)

la LISTE.  
JOIN OUR EMAIL LIST



FEATURES

LOOKBOOK

CLOTHING

JEWELRY

SHOES & ACCESSORIES

FRAGRANCE

HOME

SALE

FINAL SALE

TRAVEL JOURNAL

*where we've been*

GUEST LIST

*AG adriano goldschmied*

TOP 10 PICKS

*textured luxe*

SWEATERS

*the perfect layers*

SCARVES

*lightweight luxury*

THE SALE SHOP

*extra 50% off*





### CLOTHING

[WHAT'S NEW](#)

[DRESSES](#)

[SHIRTS](#)

[TEES & TANKS](#)

[SWEATERS](#)

[BOTTOMS](#)

[UNDERPINNINGS](#)

[JACKETS & OUTERWEAR](#)

[SHOP BY BRAND](#)

#### TEXTURED LUXE

kelli velvet dress \$385

ulla johnson jasmine poncho \$250



#### ABOUT US

Over the last 16 years, Calypso St. Barth has grown from a modest resort-wear line into a global luxury lifestyle brand with a passionate following. The brand offers a no-fuss approach to style anywhere in the world by combining timeless pieces with diverse elements.

#### SHOP

- [DRESSES](#)
- [SHIRTS](#)
- [TEES & TANKS](#)
- [SWEATERS](#)
- [UNDERPINNINGS](#)
- [BOTTOMS](#)

#### SHOP CALYPSO

##### SHOP GUEST BRANDS

- [AG JEANS](#)
- [CASTANER](#)
- [CHAN LUU](#)
- [FALIERO SARTI](#)
- [HEIDI MERRICK](#)

#### WHOLESALE

##### POLICIES

- [RETURNS & EXCHANGES](#)
- [SHIPPING & HANDLING](#)
- [PRIVACY POLICY](#)
- [TERMS OF USE](#)



[FEATURES](#)

[LOOKBOOK](#)

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[JEWELRY](#)

[SHOES & ACCESSORIES](#)

[FRAGRANCE](#)

[HOME](#)

[SALE](#)

[FINAL SALE](#)

HOME > [POUFS](#)

### HOME

[HOME PICKS](#)

[RUGS](#)

[PILLOWS & TROWS](#)

[POUFS](#)

[TABLE TOP](#)

[SUMMER CABANA](#)

[BOOKS](#)



Pouf Bulle Rabbit  
\$1,825.00  
other colors



Calf Suede Pouf  
\$1,100.00  
other colors



Leather Pouf  
\$1,075.00



Zig Zag Pouf  
\$425.00



Pouf Bulle Goat  
\$2,035.00



Shag Pouf  
\$425.00



Pouf Belle  
\$1,120.00  
other colors



### HOME

[HOME PICKS](#)

[RUGS](#)

[PILLOWS & TROWS](#)

[POUFS](#)

[TABLE TOP](#)

[SUMMER CABANA](#)

[BOOKS](#)



Oil & Vinegar Set  
\$150.00



Wire Acrylic Tray  
\$275.00



Large Carafe Grey  
\$90.00



Marmalade Jar Grey  
\$58.00



Bob Candle Holder  
\$200.00



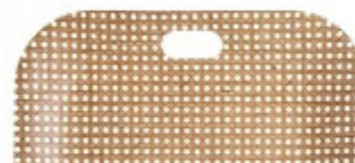
White Cylinder Candle  
\$20.00



Laurent Small Hurricane  
\$75.00



Turq Cylinder Candle  
\$14.00



print editorial  
+ advertising

fashion

beauty

lifestyle

## Mirabella Magazine: Senior Fashion Editor

Covered the American + Italian Designer Markets, maintained close relationship with designers in that market.

Sourced new Talent. Created compelling stories based on trends. Edited 'the-best-of' to highlight in the publications monthly issues.

Directed + styled cover stories, monthly fashion spreads.

# Mirabella

AUG 1992  
USA \$2.95  
U.K. £2.50  
CAN \$3.50

**FASHION PANIC?  
HOW TO STOP  
WORRYING  
AND LOVE  
THE NEW  
LINE**

**MARY McCARTHY:  
BRAINS, BEAUTY,  
BOMBSHELLS**

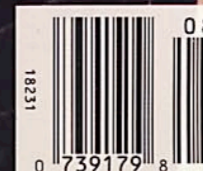
**JEWELRY:  
THE SILVER RUSH**

**IS ANYONE SAFE?  
AIDS UPDATE**

**THE DIVINE SANDRA:  
BERNHARD'S  
ALARMING APPEAL**

**INDIVIDUAL STYLE**

**Facing  
FALL**





# Mirabella

JULY 1994  
USA \$2.00  
U.K. £1.95  
CAN \$2.50

## CARRIED AWAY

THE GREAT MENSWEAR HEIST  
THE PERFECT BAG

## FRIDAY BEST

WHO'S WEEKENDING WEAR

## DYING TO CONCEIVE

A RISKY BUSINESS

## BARELY THERE

CLOTHES THAT  
FLOAT ABOVE THE HEAT

## REALITY BITES

THE NEW, IMPROVED  
COSMETIC DENTISTRY

## TOO HOT TO HANDLE

THE WHISTLEBLOWER,  
THE ETHICIST  
AND THE REPORTER

PLUS:

**CHILLING  
SUMMER  
FICTION**

LOOKING FORWARD:

**FALL FASHION  
PREVIEW**



## Print Advertising: Style Director, New York Times

“Best of the Season” advertorial national gift guide published by the NYT magazine. Arrived annually on the Sunday after Thanksgiving to launch the Holiday Season

Covered fashion, beauty, home, technology, hottest gifts of the season. Created story concept, did market, edited the best for the upscale NY Times reader.



**THE BEST OF THE SEASON**

# ESSENTIAL KIT

"I've never forgotten my father's advice: A good pair of shoes, a well-tailored jacket, and an umbrella, and you can go anywhere."



Clockwise from top left: Alligator strap, \$319, with separate sterling silver buckle, \$93, both by Paul Stuart, Paul Stuart New York and Chicago • Gold-toned umbrella by Paul Stuart, Stog, Paul Stuart New York and Chicago • Silk

twill scarf print tie by Hermès, \$180, Hermès • Shoe by Miu Miu, \$360, Barneys New York • Black nylon fedora by Gucci, \$145, select Gucci stores • Cashmere-lined leather gloves by Sulka, \$195, Sulka New York, Neiman Marcus

Beverly Hills, Saks Fifth Avenue New York and Chicago • Striped silk tie by Paul Smith, \$95, Paul Smith • Ipsilon Satin fountain pen by Aurora Pens, \$75, Ison Stationery, Colorado Pen Company • Stainless steel flask by Carl Mertens,

\$55, Moss • Le Sommelier implement with horn-tip handle, foil cutter, beer opener, lifter and 5-turn corkscrew by Forge de Laguiole, \$170, La Cafetière, Paragon Sporting Goods

More store info page 46A

## CLOCKWISE FROM TOP:

Handblown glass tree ornament, \$21, Troy • Men's purple paisley silk shirt by Gucci, \$640, Louis, Boston • Violet silk tie, \$98, Prada • Stainless steel side table, \$775, Ad Hoc Softwares • Black sequin heels by Ernesto, \$345, Barneys New York • Blue velvet GG loafers, \$260, select Gucci stores • Antique French silver-plated ice bucket, \$850, Takashimaya • Purple aluminum chopsticks by Stuart Freeman, \$115/pair, Felissimo • Brass chopsticks with silver dot tip and Austrian crystals by Stuart Freeman, \$130/pair, Felissimo • Silver mesh pillow, \$223, Troy • Black velvet evening bag by Chanel, \$1585, Neiman Marcus

When you live on the 20th floor you've got the world at your feet, which is great when the festive frenzy spins fast. If your idea of holiday lights are those atop a taxi, if your package-laden elf looks a lot like the doorman, you're the sort who sees the city as ample cause for celebration. This time of year, you know you're in because you're always out. Presents are nice, but presence is vital—at three gala dinners, two cocktail gatherings, one museum ball and an office party, until you share New Year's Eve with your four closest friends and all make the same resolution: Next year we'll simplify.

# Very New York

If you have to ask for directions, you'll never get there. A holiday here means knowing who's where, what's when, and that the answer to why is why not? The parties? Fabulous. The sun? Constant. The gifts—well, here's the place to strut your stuff after you've unwrapped it.

# South Beach Hollywood

**CLOCKWISE FROM TOP:** 1960s Lucite chair, \$850, Lin-Weinberg Gallery • Yellow fox fur coat by Gucci, \$8995, Gucci, New York and Beverly Hills • Aqua and black patent slingback shoe by Chanel, \$405, Bloomingdale's • '60s-style watch with iridescent face, \$425, Paul Smith • Lemon-print silk miniskirt, \$994, Dolce & Gabbana • Hologram CD case, \$90, Paul Smith • Green tornado pitcher by First Glass, \$168, Felissimo • Silver-frame sunglasses, \$125, Calvin Klein, New York • Yellow handblown glass bottle, \$225, Troy • Yellow and green silk chiffon scarf by Louis Vuitton, \$185, Houston Galleria and Neiman Marcus, San Francisco • Gold-frame sunglasses by Calvin Klein, \$140, Calvin Klein, New York and Bloomingdale's • Leopard-print velvet sandal by Dolce & Gabbana, \$374, Saks Fifth Avenue • Green leather tote bag by Peggy Huynh Kinh, \$650, Barneys New York • Gold python wallet, \$700, Fendi

cont'd ▶ 17A

PHOTOGRAPH BY ANITA CALERO, FASHION DIRECTOR

# Snow Belt

**CLOCKWISE FROM TOP LEFT:**  
 Silk and mohair lounge jacket by Maria Pinto, \$1500, with silk pants, \$450, Takashimaya • Suede boot by Patrick Cox, \$345, Saks Fifth Avenue • Down-filled corduroy jacket by Ralph Lauren Polo Sport, \$425, Lord & Taylor and Meier & Frank, Portland, Oregon • "Mark Silver Moon" mountaineering goggles by Cebe, \$110, Paragon Sporting Goods • Grivel crampon (for ice climbing), \$120, Paragon Sporting Goods • Beige address book, \$460, Calvin Klein, New York • Cream faux fur men's hat, \$150, Paul Smith • Rooster feather bag by Dolce & Gabbana, \$700, Nordstrom • Silver mug with boar tusk handle, \$530, Holland & Holland • Gray cashmere and mink scarf, \$1450, Fendi • "Tangier" tea cup, \$19, and saucer, \$14, Polo Ralph Lauren • Beige coin purse, \$460, Calvin Klein, New York

**t**he barometer's falling, your spirits are rising, and it's time to put another log on the fire. Days are for breathing great lungfuls of cold, crisp air while you ski or showshoe or walk in the ice-cloaked woods. Nights are for nestling. (Tuck in and tune out, it's a good time to go with the floe.) Of course, there'll be a white Christmas. Also a white New Year's, a white Valentine's, and we're not too sure about March. This year, everybody's getting mittens, and everybody's glad.

PHOTOGRAPH BY ANITA CALENDI, FASHION DIRECTION BY DONNA BERG AND HEIDI GODOFF FOR TWIST, PHASE ONE, PROP STYLING BY LAMBADA FERRY

promotion  
+ special events

fashion  
/ beauty



Twist Creative:

Cofounder + Creative Director Boutique Marketing  
+ Promotion Agency

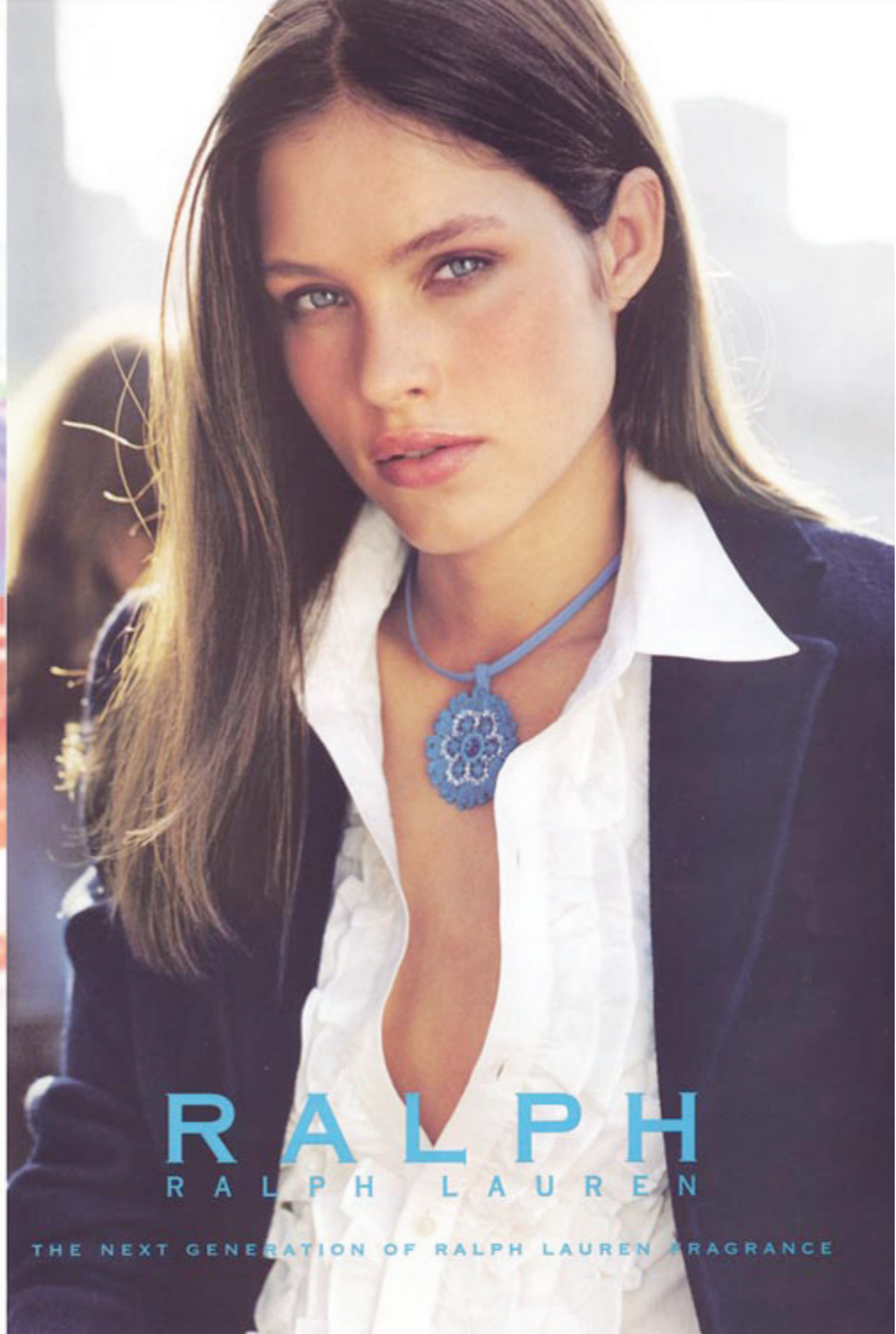
Agency working with clients such as Ralph Lauren Fragrances.  
Created concept for major fragrance such as Romance, Ralph,  
Glamorous, Extreme Sport.

Created + Produced Ralph Lauren Fragrances Launch Parties for  
national + international press. Managed big budgets, crews, caterers,  
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FALL IN LOVE



## Clients:

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## Contact:

[heidi@heidibarongodoff.com](mailto:heidi@heidibarongodoff.com), 917 881 9394

*HBCG*