

Karl Lagerfeld

1933–2019

Karl Lagerfeld always aspired to be royal. And for nearly 65 years, he reigned imperiously, outrageously, and memorably over the fashion industry.

But he wasn't born an aristocrat. As a child he dressed up in a jacket and tie and swept his long hair back with pomade, a look that made the young, gay Lagerfeld stand out like a sore thumb among the boys of World War II-era Germany. When the war was over, he fled to Paris and enrolled in fashion school to become a couturier. He worked at the legendary couture houses Balmain and Patou before landing at Chloé, where his ready-to-wear creations made him wealthy. And his image made him famous: he swanned around town dressed in black patent-leather boots, a bowtie, and a floor-length fur coat, accompanied by a glamorous entourage of fashionable American hippies whose bills he paid, sparking rumors that he came from money.

In 1982, Lagerfeld made a bold move that would define the rest of his career: he returned to couture by taking the reins at Chanel, which had been in the gutter ever since its namesake founder died. He transformed the brand's aesthetic from practical and conservative to unorthodox, boundary-pushing, and (according to some) even vulgar, with clothing incorporating S&M references and everything adorned with gaudy Chanel "Cs." As he became globally famous, Lagerfeld also refined his own look, losing 92 pounds on a crash diet and assuming a uniform of narrow black suits or skintight jeans paired with fingerless black gloves and dark glasses. When he died in 2019, he reportedly left his fortune to his Instagram-famous cat, Choupette.

Lagerfeld's cocktail is made for royalty: it's inspired by a Kir Royale, but substitutes in the velvety flavors of raspberry and vanilla.



The Karl Lagerfeld

½ shot Chambord
½ shot Galliano
1 dash Angostura bitters
6 shots prosecco
Rim: gold sugar

Rim a tall champagne flute with gold sugar. Pour Chambord and Galliano into flute and add a dash of bitters. Top with prosecco.

20



b. 1955
Iman



The Iman*

- 1 shot Averna
- 1 shot triple sec
- ½ shot fresh lemon juice
- ½ shot basic simple syrup (p. 16)
- 3 shots club soda (soda water)
- Garnish: lemon twist

Add all ingredients except club soda to a shaker full of ice and shake vigorously. Strain into a Collins glass full of ice and top with club soda. Garnish and serve with a glass straw.

* This is a low-ABV cocktail.

Iman's story reads like a fairytale: a young woman discovered on the street and whisked away to fashion stardom. But her success is no accident; she got where she is through her own steely determination.

When Iman Abdulmajid was discovered in 1975, she was a political science student attending university in Nairobi on a scholarship. Her family were refugees from Somalia, a country they fled with nothing but the clothing on their backs. While walking to class one day, Iman was approached by a man who asked to take her photo. She reluctantly agreed, and when the man—fashion photographer Peter Beard—sent her images to modeling agent Wilhelmina Cooper, everything changed. Iman was invited to New York, and soon made waves in the pages of *Vogue* and walked the catwalk for major designers like Yves Saint Laurent and Halston. Calvin Klein described her this way: “She exuded style. She was a natural.”

As one of the first famous Black, Muslim models, Iman had to push back against industry racism. She resisted those who encouraged her to feud with Beverly Johnson, the best-known Black model of the time, and went on hiatus until she received the same pay as her white contemporaries.

Iman retired from modeling after a tragic taxi accident in 1983 left her with multiple broken bones. She met the love of her life in 1990: rock icon David Bowie, whom she married in 1992 (they remained married until Bowie's death in 2016). In 1994, she launched her own company, IMAN Cosmetics, which—revolutionarily at the time—specialized in hues for women of color. Her namesake brand is still successful today, and paved the way for other WOC-centric cosmetics brands, like Fenty Beauty.

Tall and elegant, this cocktail dedicated to Iman is sure to fill you with confidence.



Kim Kardashian

b. 1980



The Kim Kardashian

2½ shots Kahlua
1 shot fresh
lemon juice
½ shot raspberry syrup
(p. 18)
1 egg white
Garnish: raspberries

Add all ingredients to a shaker full of ice and shake vigorously. Strain into a coupe glass and garnish with 3 raspberries on a metal cocktail pick.

Like it or not, the dominant aesthetic of our current moment has been shaped (and contoured) by Kim Kardashian. With her doe eyes, dramatic curves, and incredible sense for what makes an image transcend the internet, she is *the* tastemaker of the digital era.

The world was first introduced to Kardashian in the mid-2000s as Paris Hilton's stylist-turned-pal; their friendship landed her on *The Simple Life* and in paparazzi photos. But stardom came after what, for some, might have been a career-ending scandal: the release of a sex tape with then-boyfriend Ray J. Kardashian fought the release in court, but eventually leveraged the attention it brought to her advantage. That same year, she became the focus of the long-running reality TV show about her family, *Keeping Up With the Kardashians*.

In the following years, Kardashian accumulated millions of Instagram followers with carefully crafted selfies featuring contoured makeup, eyelash extensions, and possible lip injections, popularizing a too-perfect-to-be-real look that cultural critic Jia Tolentino dubbed "Instagram Face." Kardashian's online clout meant she could sell anything for brands that were able to afford her high-six-figure sponcon price tag, and partnerships with fast-fashion companies like Fashion Nova promoted a bodycon, stiletto-clad look to her hordes of young fans.

After marrying fashionophile Kanye West in 2014 (a union that lasted until 2021), Kardashian began to pursue edgier style choices, beginning with a cover shoot for *Paper* magazine that suggested her bare bottom could "Break the Internet." The following year, she published a coffee-table book, *Selfish*, that elevated her selfies to the realm of art. More recently, she's founded a series of brands, including the trendy direct-to-consumer shapewear line Skims. She has also become a surprising advocate for prison reform, successfully lobbying for clemency for incarcerated people.

Kardashian's cocktail is unsubtly delicious—and with proper lighting, would look amazing on Instagram.



Elsa Schiaparelli

1890–1973



The Elsa Schiaparelli

2 shots white rum
¾ shot fresh lemon juice
¾ shot hibiscus syrup
(p. 17)

2 shots sparkling rosé
Garnish: magenta
carnation

Add rum, lemon juice, and hibiscus syrup to a shaker full of ice and shake. Strain into a coupe glass, top with sparkling rosé, and garnish.

Shocking: that's the sort of life the irrepressible Elsa Schiaparelli strived to live, and the shade of pink she's famous for.

Schiap (as she was known to her friends) was born into a rarefied, intellectual sphere in Rome: her mother was a Neapolitan aristocrat and her father a scholar. She studied philosophy at university, and as a young adult published a sensual volume of poetry that shocked her parents into sending her away to a convent. She went on a hunger strike to escape her confines and, when released, met her future husband and moved with him to New York. Schiaparelli began working at a fashion boutique and consorting with Dada and Surrealist artists like Man Ray and Marcel Duchamp—and when her husband left her, she followed her artist friends to Paris. There she met Paul Poiret, an established couturier who encouraged her to create her own designs.

In 1927, Schiaparelli launched a knitwear collection featuring Surrealist trompe l'oeil motifs that, when it was featured in *Vogue*, earned her a reputation for being the “joker” of fashion. She was one of the first designers to become known for artist collaborations, and created many of her most famous designs with Salvador Dalí, including her lobster dress, shoe hat, and skeleton dress. Her rival Coco Chanel referred to her disparagingly as “that Italian artist who makes clothes.”

Beyond her mastery of arty garments, Schiaparelli also single-handedly turned the color pink into a fashion staple. Before her, it was used sparingly, but she parlayed a bright magenta into one of her trademarks. It became so much her calling card that her 1937 fragrance was only named “Shocking.” Everyone knew what word came next.

Schiaparelli's cocktail could only be one color, and that color is pink—the most shocking shade of it.



1939–2020 Kenzo

Takada

Cultural cross-pollination helped Kenzo Takada's wild creativity bloom into the colorful, ebullient design aesthetic he became known for. Born in Japan and made famous in Paris, he blazed a trail as the first Japanese designer to make it big in international fashion.

Growing up among six siblings and reading his sisters' fashion magazines sparked in Takada a youthful interest in clothing. But after graduating from Tokyo's Bunka Fashion College, his burgeoning design career was derailed when he was expropriated from his apartment for construction related to the 1964 Tokyo Olympics. He took the payout and traveled to Paris, fell in love with the city, and stayed on. Five years later, he opened his own store, which he painted with a lush floral motif inspired by the Henri Rousseau painting *The Dream*. He named his boutique "Jungle Jap"—which landed Takada, unaware of the connotations for Japanese Americans, in some hot water. Eventually, he renamed his company Kenzo.

Takada's bright, eclectic collections were inspired by cultures from around the world and featured riffs on kimonos and folk dresses. He often used Japanese florals sourced from Parisian textile markets and played with traditional Asian design features such as large armholes and wider sleeves, popularizing them in his own unstructured garments. His fun, unstuffy work won the admiration of scene queens like Jerry Hall and Grace Jones, and his fashion shows—staged twice in a circus tent—were the stuff of legend.

Takada sold Kenzo to LVMH in 1993 and retired from the company in 1999. However, he continued with his own creative endeavors, including designing costumes for Puccini's *Madama Butterfly* as well as textiles and furniture. He died in Paris at age 81, 50 years after the launch of his first collection.

Takada's cocktail blends the flavors of Japan and France, just like his designs.



The Kenzo Takada

2 shots cognac
1 shot sweet plum wine
(such as Takara)
½ shot orgeat syrup
1 shot fresh lemon juice
1 dash Peychaud's bitters
Garnish: edible
nasturtium flowers

Add all ingredients to a shaker full of ice and shake vigorously. Strain into a coupe glass and garnish.



André Leon Talley

b. 1948



The André Leon Talley

1 shot fresh lemon juice
1 shot basic simple syrup
(p. 16)
½ shots bourbon
1 dash peach bitters
3 shots champagne
Garnish: peaches
and mint

Add lemon juice, basic simple syrup, bourbon, and peach bitters to a shaker filled with ice and shake. Strain into a Collins glass filled with ice, top with champagne, and garnish with sliced peaches, mint, and a glass straw.

For decades, fashion journalist André Leon Talley has stolen the show with his larger-than-life personality and ostentatious sartorial choices—especially his luxurious custom capes and caftans. But at the same time as he's been living and writing so vividly, he has also been pursuing a personal quest for Black representation within the fashion industry.

Talley was born in Washington, D.C., and raised by his grandmother in Durham, North Carolina, in the racially segregated Jim Crow South. He first discovered style at church, for which the Black community dressed in their Sunday best, while the local library led him to an appreciation for international fashion through the pages of *Vogue* magazine. He grew obsessed with Jackie Kennedy Onassis after watching JFK's inauguration in 1961, and because of her he became a Francophile. Talley went on to earn a master's degree in French literature, writing his thesis about the influence of Black women on Charles Baudelaire. He eventually landed an internship at the Met's Costume Institute with legendary ex-*Vogue* editor Diana Vreeland; she was so impressed by his intellect and unorthodox fashion sense that she helped him get a job at *Interview* magazine. From there, he became the Paris bureau chief for *Women's Wear Daily*, a position that led him to form a close personal friendship with Karl Lagerfeld. Eventually Talley circled back to New York to work at *Vogue*, where he rotated through different positions, including creative director and editor-at-large. He also became a memorable red carpet commentator at the annual Met Gala.

As a Black man—and, later in his life, a plus-sized man—Talley wasn't the expected face of fashion. Yet he has succeeded nonetheless, and today is recognized for paving the way for others.

Like Talley, this cocktail blends the genteel manners of the American South and the sophistication of Paris.

30



• b. 1988 Lizzo



The Lizzo

½ shot vodka
1 shot strawberry-
rhubarb syrup (p. 18)
½ shot amaretto
1 shot fresh lemon juice
2 shots club soda
(soda water)
Garnish: strawberries

Add vodka, strawberry-rhubarb syrup, amaretto, and lemon juice to a shaker filled with ice. Shake, strain into a Collins glass filled with ice, and top with club soda. Garnish with sliced strawberries on a cocktail pick.

Body-positive pop diva Lizzo can wear anything well, but her best accessory is her *joie de vivre*. Her brassy declarations of self-love and over-the-top fashion choices have cemented her reputation as the perfect role model for anyone who wants to turn heads and have fun while doing it.

Lizzo—born Melissa Jefferson—grew up in a religious family, moving from Detroit to Houston at 10 years old. She was musical from an early age, taking up the flute in school band, forming a rap group with friends at 14, and studying music in college. She got her first break after she moved to Minneapolis, where, after performing in R&B groups, she was featured on Prince’s 2014 track “Boytrouble.” But it wasn’t until the release of Lizzo’s first major-label album, 2019’s *Cuz I Love You*, that she broke through into mainstream success. Smash hits like “Juice,” “Good as Hell,” and “Truth Hurts” became anthems for bold, empowered 21st-century women everywhere. Lizzo even managed to make the flute cool, working it into many of her songs and going viral with a flute solo she performed at the 2019 BET Awards.

When the spotlight turned onto her, something else became clear: Lizzo wasn’t going to try to blend in. Proudly plus-sized, she favors styles that are flashy, figure-hugging, and jubilantly excessive. It didn’t take long for the fashion world to notice, and for Lizzo to appear on magazine covers. One example is a sublimely over-the-top *Rolling Stone* cover shot by David LaChapelle that casts her as a technicolor goddess dressed only in an embroidered Garo Sparo bodysuit and Elsa Schiaparelli headscarf. (On Instagram, Lizzo captioned the photo: “Behold, a big grrrl in her natural habitat.”)

Lizzo’s cocktail is joyfully decadent, much like her music and style.



1883–1971
Coco

Chanel

You can divide fashion into two eras: Before Chanel, and After. The founder of the house of Chanel created a streamlined ideal of chic that has lasted to this day.

Gabrielle Chanel's early life was far from glamorous. She was born in a poorhouse in rural France, and when her mother died, her father left her to be raised at a Catholic orphanage. The nuns were strict and allowed Chanel few luxuries, but they taught her to sew. When she left the orphanage at age 18 she made money as a seamstress, while at night, she sang in a cabaret. Among the wealthy men who frequented the cabaret, she met textile heir Étienne Balsan, who helped fund her first shop in Paris. Her success as a couturier spanned decades; she worked until her death at age 87. And while today her legacy is darkened by her controversial involvement with Nazis during World War II, her lasting influence on fashion is undeniable.

Inspired by the tailored, practical look of men's country fashion, Chanel created sporty jersey pieces that allowed the wearer to move freely because (unusually, for the time) she designed her garments without a corset. Her boyish aesthetic became known as the "*garçonne* look" and exemplified rebellious, flapper-era style. Chanel's other innovations captured a similar spirit of democratic, inclusive fashion: the "little black dress," a sleek evening dress meant to be worn by women of all classes; her iconic tweed suit, which was rigorously designed to be comfortable; and Chanel No. 5, a scent that combined the aromas worn by both courtesans and "respectable" women.

Chanel once said, "I only drink champagne on two occasions: when I am in love and when I am not." Her cocktail includes ample champagne, alongside the French fortified wine Lillet and the French liqueur crème de violette, which brings a light purple hue.



The Coco Chanel

½ shot crème de violette

½ shot chilled

Lillet Blanc

4 shots chilled
champagne

Garnish: French
lavender sprig

Pour crème de violette
and Lillet Blanc into
a coupe glass, top with
champagne, and garnish.

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