

Jules Asner, photographed at her home in Los Angeles.



You probably know Jules Asner from her seven years as the face of the E! network. She has since married director Steven Soderbergh, and this month she debuts her first novel, *Whacked* (Weinstein Books), a deliciously wicked black comedy about an insecure TV writer. Here-with, a few of her favorite things...

MY STUFF
Jules Asner



CLOTHES
JEANS SEVEN. UNDERWEAR ON GOSSAMER. EVERYDAY SHOES PUMAS AND PEDRO GARCIA FLATS. WATCH CARTIER. T-SHIRT ZOOEY. DAY BAG PRADA RUCHED-NYLON MESSENGER BAG. EVENING BAG ER... PRADA RUCHED-NYLON MESSENGER BAG. FAVORITE ACCESSORY MY WEDDING RING, MADE BY JADE JAGGER. FAVORITE DESIGNER ZAC POSEN. I WORE AN UNBELIEVABLE BLACK GOWN OF HIS TO THE PREMIERE OF OCEAN'S 13 IN CANNES LAST YEAR. I HAD THE BIGGEST GRIN ON MY FACE ALL NIGHT BECAUSE I LOVED THE DRESS SO MUCH.

HOME
WHERE DO YOU LIVE NEW YORK CITY AND LOS ANGELES. FAVORITE ART A COLLAGE OF 10,000 TABLOID PHOTOS MY HUSBAND MADE FOR ME FOR MY BIRTHDAY. SHEETS ARCHIPELAGO. COFFEE-MAKER SMALL FRENCH PRESS WITH BEANS FROM CAFÉ GRUMPY, IN CHELSEA. STATIONERY SOOLIP. CAR BMW 650. PETS TWO BLACK CATS, BLAKE AND PEANUT. FAVORITE FLOWERS ANYTHING BY SUZANE LE MAY. FAVORITE GADGET IPHONE. FAVORITE NEIGHBORHOOD RESTAURANT BLUE HILL. FAVORITE COCKTAIL BELLINI FROM HARRY'S BAR. FAVORITE DESSERT BANANA-CREAM PIE.



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LIPSTICK MOCHA FONDANT BY SHU UEMURA. MASCARA FIBERWIG. SHAMPOO KÉRASTASE. MOISTURIZER RECLAIM. HAIR PRODUCT DR. HAUSCHKA NEEM HAIR OIL. PERFUME BOIS D'ORANGE BY PIERRE BOURDON. TOOTHPASTE SENSODYNE. SOAP CÔTÉ BASTIDE AMBRE. NAIL POLISH ANI BY RESCUE BEAUTY LOUNGE. WHERE DO YOU GO FOR CUT AND COLOR NEIL GEORGE AND JOHN BARRETT. WHERE DO YOU GET WAXED FOR BROWS BILLION DOLLAR BROWS, BY AMANDA.

INSPIRATIONS
FAVORITE COLOR BLUE. FAVORITE DISCOVERY PARAGRAPH, A MEMBERS-ONLY WRITING SPACE ON 14TH STREET, WHERE I FINISHED MY NOVEL, WHACKED. WHO INSPIRES YOU MY SISTER, DENISE, WHO WAS A STAY-AT-HOME MOM, AND THEN WENT BACK TO SCHOOL TO GET HER DEGREE, AT 40, AND STARTED A NEW CAREER. NECESSARY EXTRAVAGANCE GREAT DINNERS WITH FRIENDS. FAVORITE PLACE IN THE WORLD KONA, HAWAII. FAVORITE CHARITY KENNY GORDON FOUNDATION.

Project Runway
FASHIONOLOGY LA PUTS TWEENS IN STITCHES

This month, Fashionology LA opens on North Canon Drive, in Beverly Hills, and promises a shopping experience like none other for tween-age girls with a budding passion for fashion. The interior is designed by Commune of Los Angeles, and the imagery is a nod to the vibrant text and color-splash designs created by the 1960s activist Sister Corita Kent.

Using interactive touch-screen displays, girls design their own clothes from an array of themes like "Mali-bu" and "Rock." With their basic garments now in hand, they proceed to the "Make It!" table, where they, with the staff's help, get to sew or glue additional embellishments to their new outfits. When they're done, they can model their unique creations and have the moment immortalized by an in-house photographer, who then sends them their photos via e-mail. Fashionology LA is the ingenious brainchild of Hollywood power wives Elizabeth Wiatt and Jamie Tisch, who met 15 years ago—"through our husbands," Elizabeth says (Jim Wiatt, head of the William Morris Agency, and producer Steve Tisch).



Clockwise from left: the Fashionology LA logo; Elizabeth Wiatt; Jamie Tisch.

Although both women had worked steadily in the nonprofit arena for years, they were eager to branch out and do something together which would tap into their creative sides as well as directly inspire their daughters—they have four between them.

"Wouldn't it be great if we could bring our kids somewhere and they could learn how to sew?," Wiatt recalls thinking. "That was our 'lightbulb' moment, and we thought, Wow, you know, we love fashion and our kids love clothes. And then we were off and running." Tisch and Wiatt hope that the experience is empowering and helps develop girls' self-esteem.

"Fashion does have some negative aspects to it, and we wanted none of that to be included," says Wiatt. "There's nothing about beauty, there's no runway, there's no makeup." Tisch adds, "It's really about inspiring the girls' creativity and not labeling them. You can be someone different tomorrow if you want." Wiatt laughingly says, "Some days you feel like a sparkle princess and other days you feel like a bohemian girl."

—KRISTA SMITH

PHOTOGRAPHS BY TODD COLE (TISCH AND WIATT), DARCY HEMLEY (ASNER), JEFFREY SCHAD AND CHRIS GENTILE (BOOK); FOR DETAILS, SEE CREDITS PAGE