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'I'm lost for words when I talk about Miuccia Prada. She's another level'



On a chilly Los Angeles morning, Victoria Beckham is in her element. The luxury American department store, Neiman Marcus, is hosting a private view of the designer's latest collection, straight from the catwalk, for go of its most prolific customers. The event is a lesson in PR from the maverick herself. Beckham enters the room - trailed by her eldest son, Brooklyn, and husband David, who is clutching their Chloé-clad daughter Harper - a snapshot of her picture-perfect family on display, alongside a casual show of the collection. I watch as Victoria struggles up to David, puts her arm around him, rests her head on his shoulder... Afterwards, she gives a little speech - charming, informal, self-deprecating. By now, the crowd - who go on to spend thousands in pre-orders - are as in love with Victoria as they are with the clothes.

She tells them she's going to hang around for a bit, and proceeds to pose for photos and chat. As they mill, David circles the room, chasing Harper through a minefield of sizzlers, occasionally throwing her up in the air, blowing raspberries on her bare tummy or dancing with her. If any proof was needed that Victoria Beckham knows how to work her market, it is all here.

So I know that Victoria can be charming to strangers - a skill much in evidence as she trawls show - but it's not something she finds so easy with journalists. Or, more specifically, British journalists, who-

WATCH IT
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minka.com/pe/14

Previous page: 100
crisp dress for Victoria
Beckham. Brocade
Victoria.com
This page: dress and ring
Lambert. Brocade and ring
from Victoria.com

Carter Smith

270

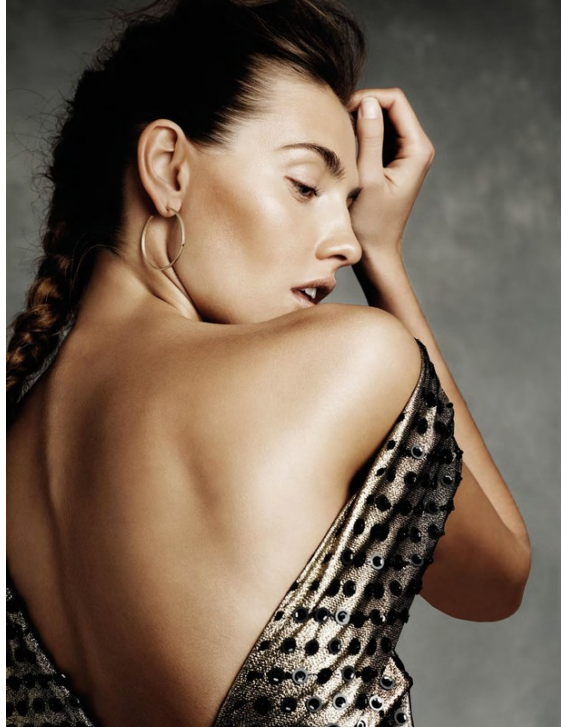


Brocade dress for
Victoria Beckham
Brocade, Victoria.com
Carter Smith

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GOLD STANDARD
A shimmering, sequined, strapless dress by **THE STATE** for **ME & YOU**.
A shimmering, sequined, strapless dress by **THE STATE** for **ME & YOU**.



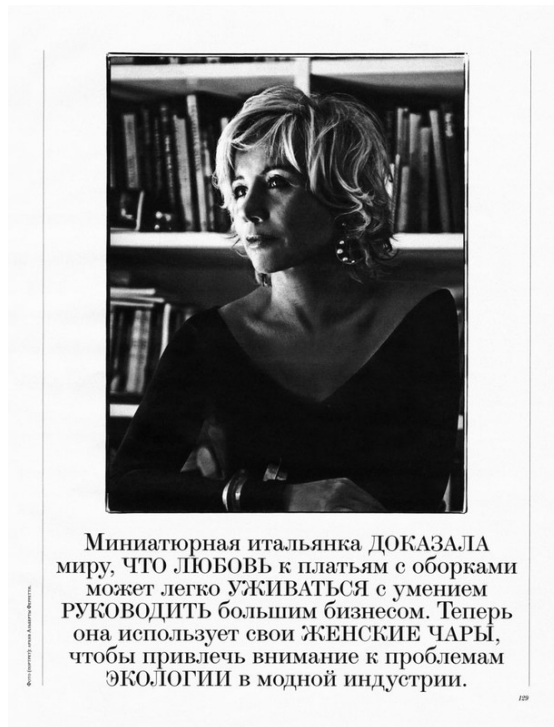
STATELY SHIMMER
A shimmering, sequined, long-sleeved dress by **THE STATE** for **ME & YOU**.
A shimmering, sequined, long-sleeved dress by **THE STATE** for **ME & YOU**.



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SCUBA CHIC

**VOGLIA D'ESTATE!
TESSUTI E COLORI
PESCANO DALLO
SPORT CON UN'IDEA
PRECISA: LET'S SURF**

Foto: Thomas Cookery

BIOPHIT IN COTONE DOBBLE TRICÉ E SANDALI IN VERBAC, PRADA.
FASHION EDITOR VITTORIA CERCHIARO

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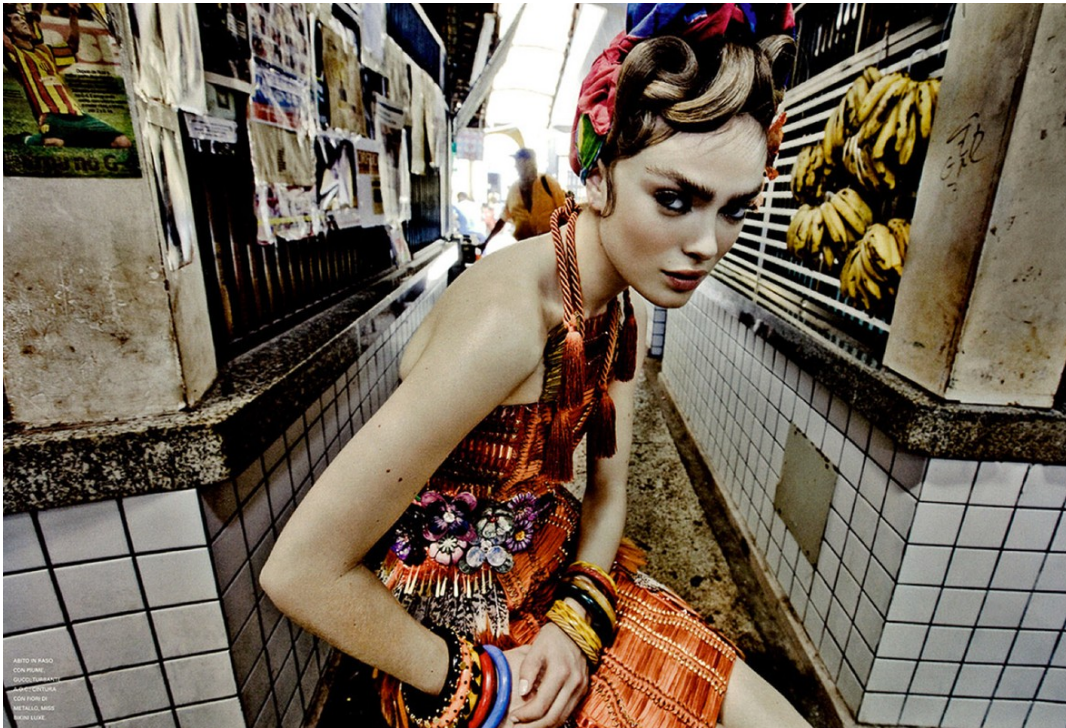
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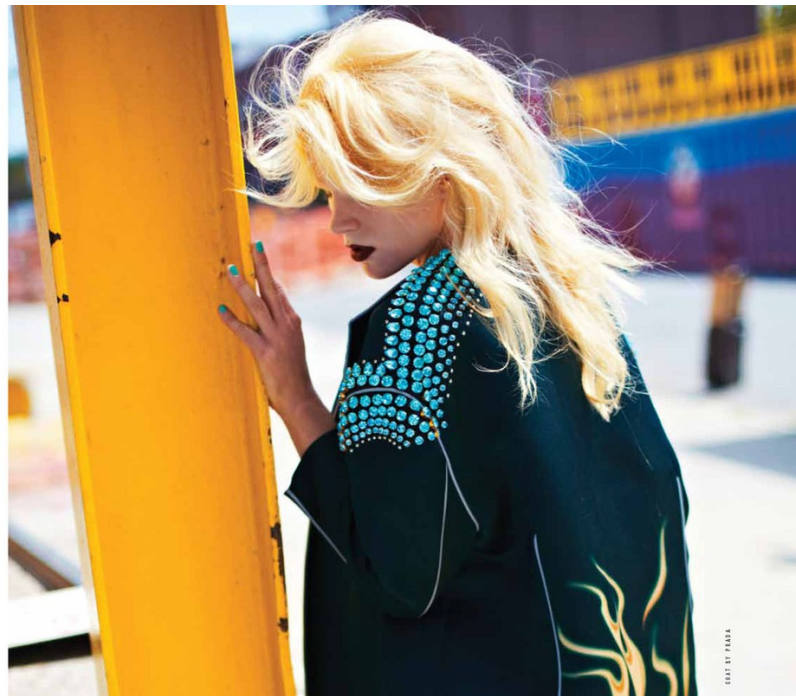
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ARTO STAMATO
COLLEZIONE
JANE, MICHIOLO
DESIGNER
CAVALLARA & C.
REPRODUCTION
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FOTOGRAFIA: ANDREA MELLA / PHOTOARTIST.COM
HAIR: JESSIE
STYLING: DIANA LOTT
MAKEUP: ANDREA MELLA
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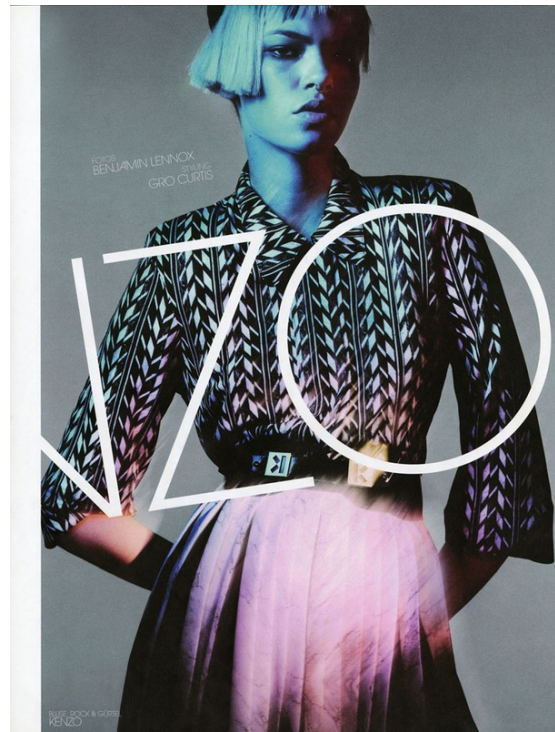
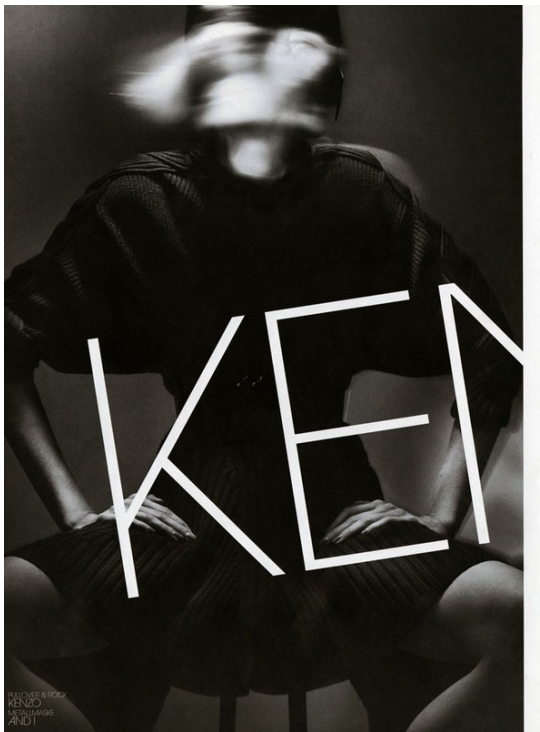
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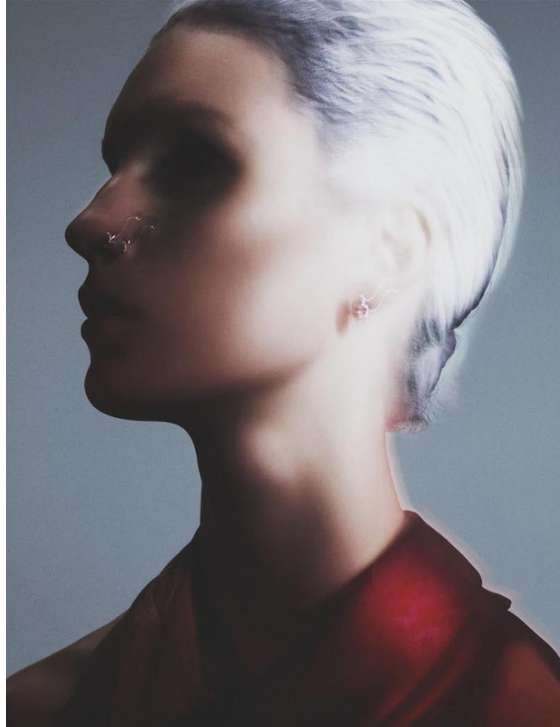
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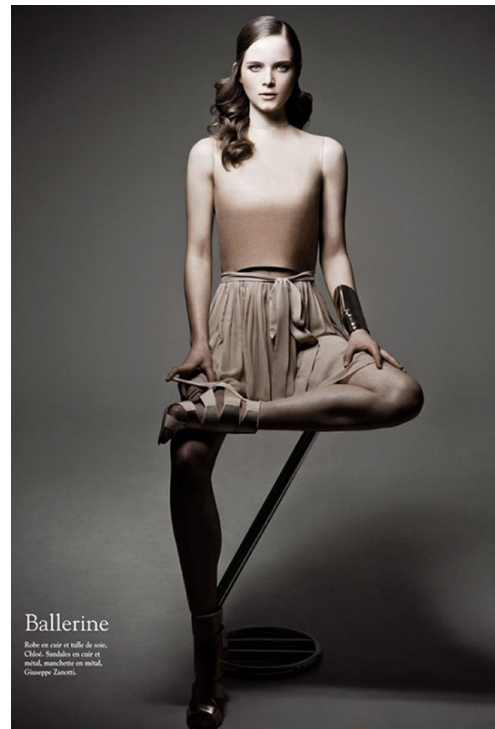
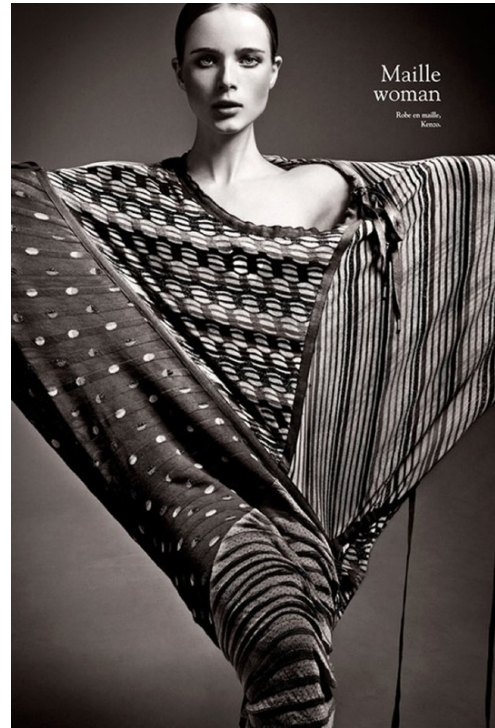
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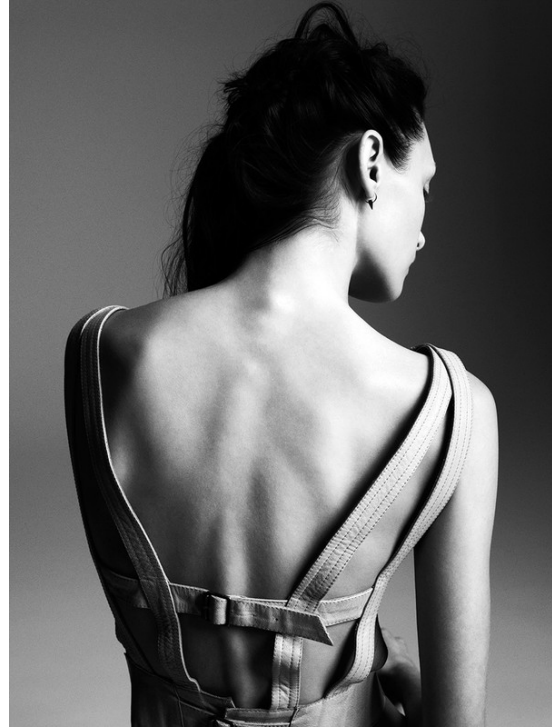
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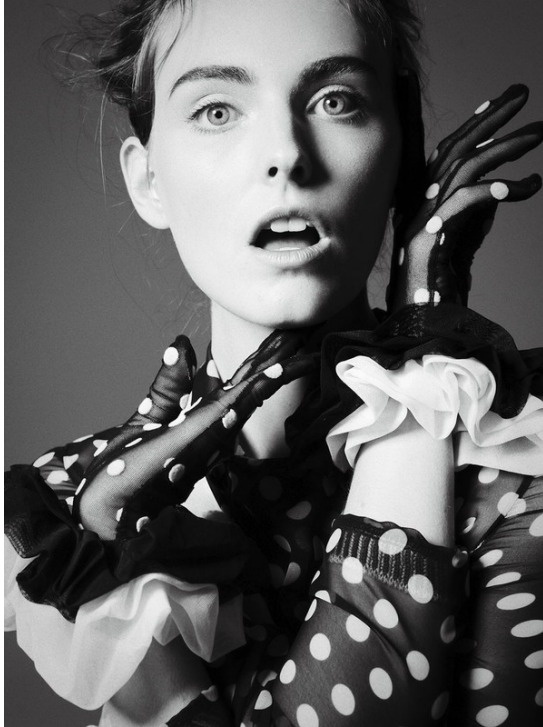
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PHOTO ADVERTISING IN LOTIONE CON PROFUMO SPAZIO DAVANTI. ANA SEMELIEMBERTA



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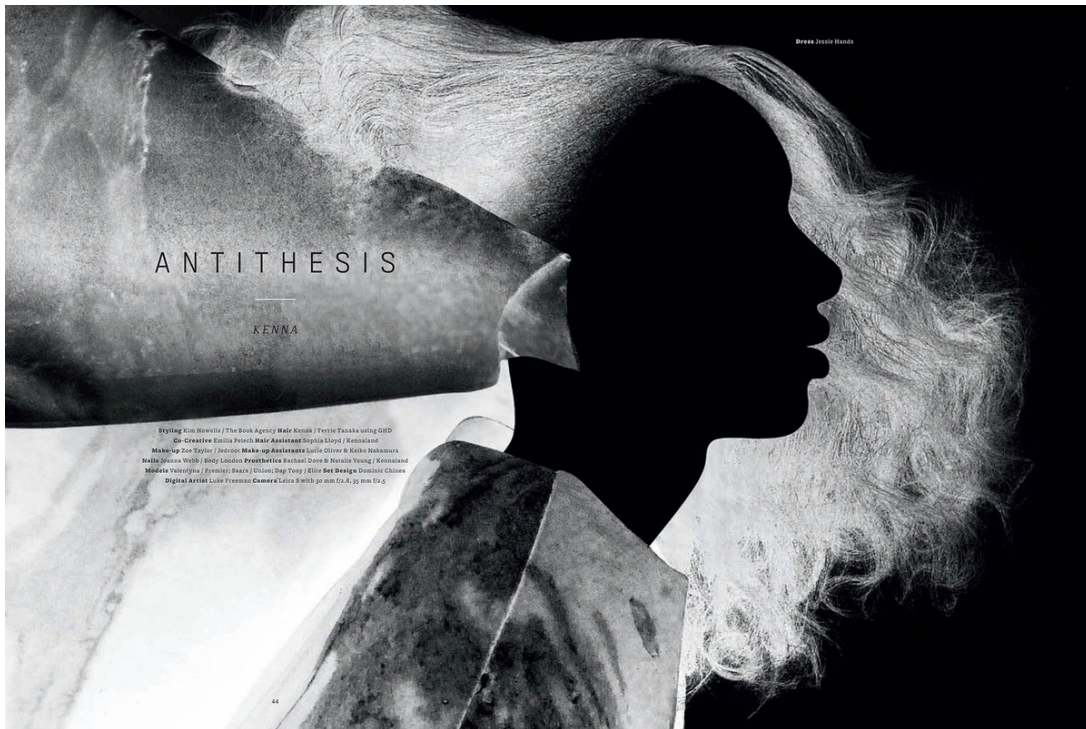
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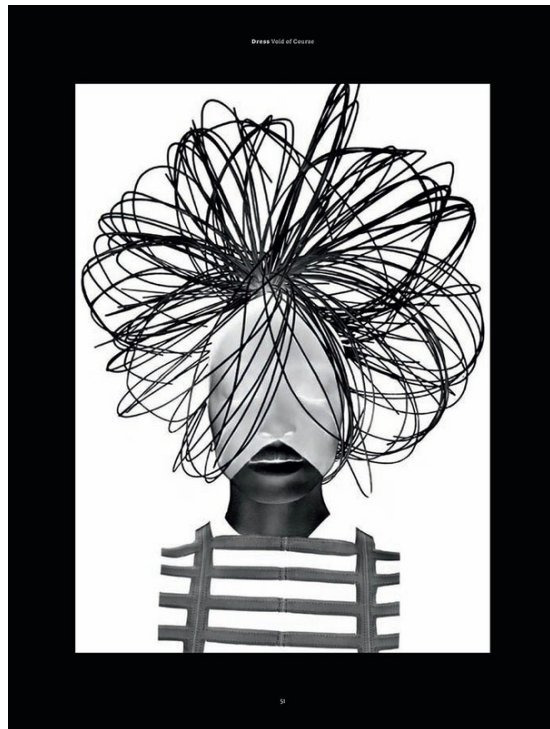
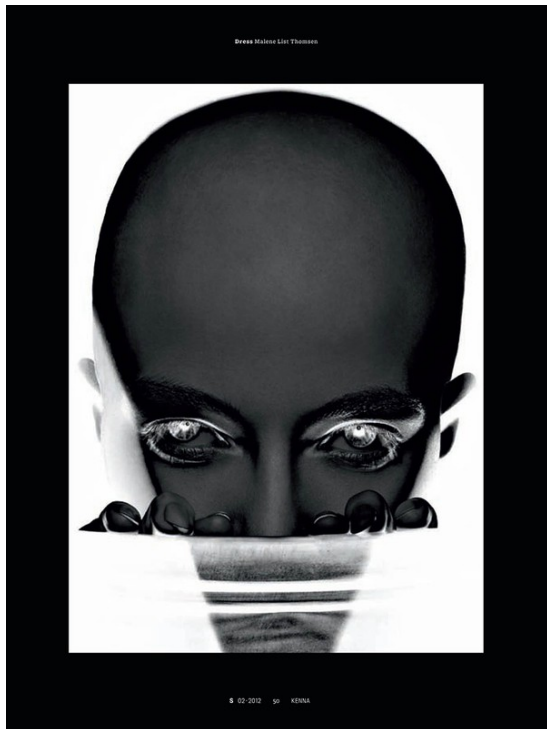
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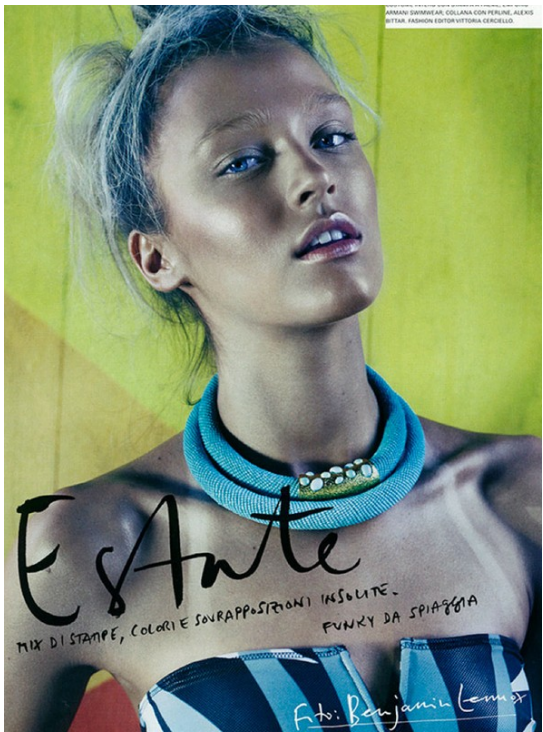
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A SINISTRA: ABITO E COLLANA, LOUIS VUITTON. AL CENTRO: ABITO BUSTIER, JUST CAVALLI VISIERA LOEWE. A DESTRA: ABITO E SHORTS, LOUIS VUITTON. FASHION EDITOR V. CERCEGLLO



Placidified cotton silk, 4400, and matching shorts, €780. Made by Isabella Rossellini for the brand. Printed cotton-nylon jumps, 4440, by Steve White. Floral white and gold tulle dress from the Red Carpet collection with pink sequins, rubies, diamonds and Swarovski, plus an inspired by Chanel, white and rose gold bracelet with Swarovski, diamonds and sapphires, 442,000, and two hair rings: hand white gold ring with Swarovski, black diamonds and yellow sapphires, 172,000, both by De la Crapote. Platinum Wristband with 18K ring with heart-shaped rubies, 580,000, by Bouché.

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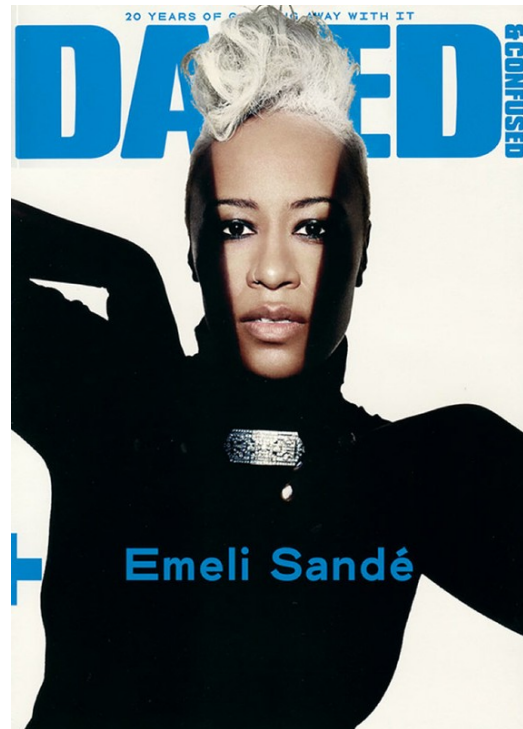
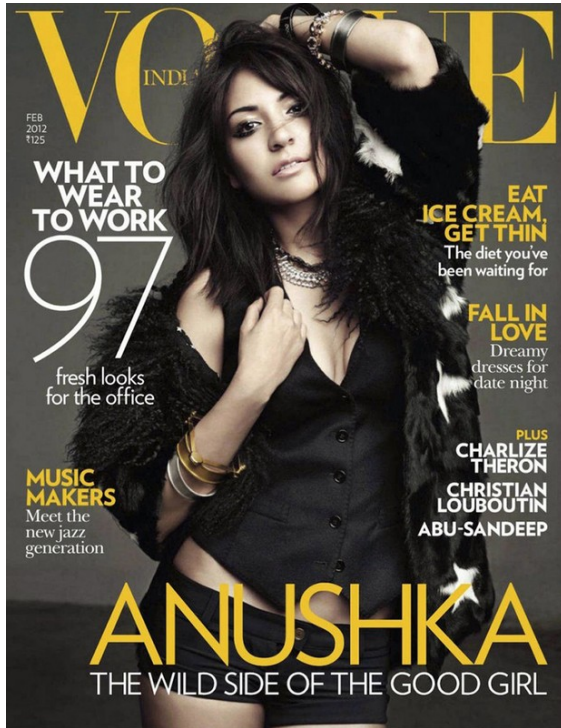
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