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THE TORONTO ISSUE

RON'S *RUSH* REVOLUTION

AN OSCAR AND A BILLION DOLLARS IN BOX OFFICE AREN'T ENOUGH FOR A STUDIO TO SAY YES THESE DAYS, AS HOWARD REVEALS THE THREAT (AND THRILL) BEHIND HIS FIRST INDIE FILM IN 36 YEARS

+ TORONTO TATTLER: WHAT TO SEE, DO & KNOW NOW

The He & She of *FIFTY SHADES*
El James' say, the secret chemistry test and who said no

FEAR & the \$200M MOVIE
Studio chiefs on the new budget reality

From left: Rush's Daniel Bruhl, Chris Hemsworth and Ron Howard



SEXY HOTSPOTS OF NEW YORK FASHION WEEK

Downtown, uptown, all-around: With the front-row action starting Sept. 5, the 411 on where Hollywood's fashionistas will hang with Prabal, grab a Boulud bite and recharge (literally) batteries By Carson Griffith

THE ONLY THING MORE important than your seating assignment during New York Fashion Week (Sept. 5 to 12) is a strategy for getting through the week's nonstop schedule of runway shows and parties. That's especially true with the fashion presentations toggling between the official Mercedes-Benz Fashion Week shows at **Lincoln Center** (10 Lincoln Center Plaza) and the downtown shows at **Milk Studios'** Made Fashion Week (450 W. 15th St.) in Chelsea, presenting such labels as Peter Som and Cushnie et Ochs.

Fashion Week veterans have unique ways to power through. Designer **Carlos Campos** goes for a shot of Los Amantes Mezcal at **Casa Mezcal** (86 Orchard St.) "to get the blood going," while **Francisco Costa**, head womenswear designer at Calvin Klein, relies on "a quick coffee downstairs at **Nick's Place**" (550 Seventh Ave.), a secret designer standby cafe tucked away in the Garment District.

DOWNTOWN'S NEW HOTSPOTS
Just in time for Fashion Week, three buzzworthy boites are opening. The Bowery Hotel team of **Sean MacPherson** and **Eric Goode** will open **The Marlton** — a hotel located in Greenwich Village at

5 W. Eighth St., where **Jack Kerouac** once lived — on Sept. 1 for guests and private parties. Although officially not set to open until Sept. 19, that's not keeping the first NYC outpost of the international nightclub chain **VIP Room** (409 W. 13th St.) from taking part in NYFW. The new Meatpacking District lounge — which has sister spots in Paris and Cannes and has seen the likes of **Rihanna** and **Leonardo DiCaprio** — is expected to host a series of invite-only parties. And expect a swirl of stars, models and



Costa

bottle-buyers at **Bar Nana** (63 Gansevoort St.), opening in the former Double Seven space in the Meatpacking District. Designer **Prabal Gurung** says he's looking forward to hitting it soon after he debuts his show.

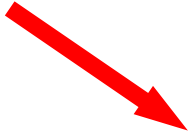
On the Lower East Side, former hotspot **Kenmare** reopened in July as Japanese-inspired **Maison O** (98 Kenmare St.) restaurant, where womenswear label Suno will throw a Sept. 6 party. The space includes a 25-person basement cocktail bar, the **Stardust Lounge**. And while not new, the boutique **Jane Hotel** (113 Jane St.), which

Fashion Week's New Force: L.A. Designers

DENIM BE DAMNED. L.A., ONCE DENIGRATED AS A JEANS capital, is making a stronger-than-ever NYFW showing. Red-carpet fave **Monique Lhuillier** and Palm Springs-inspired designer **Trina Turk** will show at Lincoln Center, while Milk Studios showcases sartorial showman **Jeremy Scott**, who has dressed **Katy Perry**. "As a designer, you're not taken seriously unless you show in a fashion capital," says stylist and E! *Fashion Police*'s **George Kotsiopoulos**. At least 10 other SoCal designers are on tap, including **Rachel Zoe**, **Rodarte**, **Vogue/CFDA Fashion Fund** finalists **Juan Carlos Obando** and **Gregory Parkinson**, **Clover Canyon**, **Jenni Kayne** (a fave of **Jessica Alba**) and ex-CAA agent **Scott Sternberg**'s **Band of Outsiders**. Says stylist **Anita Patrickson**: "Perhaps people are cottoning to the amazing lifestyle we have in L.A." — ERIN WEINGER



L.A. label fans include (from left) Zoe Saldana in Rodarte, Greta Gerwig in *Band of Outsiders*, Olivia Wilde in *Clover Canyon* and *Christa B. Allen* in *Jenni Kayne*.



STYLE
HIDEOUTS



1 The Upper West Side's Empire Hotel, which houses Ed's Chowder House, is across from the shows at Lincoln Center.
2 Bar Boulud's croque madame with fried egg.
3 The Britannia-themed Electric Room bar in Chelsea's Dream Downtown hotel.
4 Dream Downtown's terrace bar, where designers Gurung and Marc Jacobs have been spotted.



The Hollywood Reporter at NYFW

THR is hosting a private dinner honoring top stylist Leslie Fremar at new Greenwich Village hotspot Omar's La Ramita and is co-sponsoring the premiere of the fashion doc *Mademoiselle C* on Sept. 6 at Alliance Française. Go to THR.com for video interviews with the film's star, fashion editor Carine Roitfeld, British designer (and Kate Middleton favorite) Jenny Packham and others.

has attracted the likes of **Mary-Kate and Ashley Olsen**, has opened a rooftop bar that already is popular with the fashion crowd.

THE LINCOLN CENTER SCENE

Those without time to leave Lincoln Center between shows hit the invite-only Mercedes-Benz Star Lounge, the industry's go-to haven. The intimate area, which has entertained the likes of **Emma Roberts** and model **Karlie Kloss**, offers Champagne, coffee and small bites.

For elevated fare nearby, Daniel Boulud's casual modern Mediterranean cafe **Boulud Sud** (20 W. 64th St.) is directly across from Lincoln Center. *Project Runway's* **Nina Garcia** and designer **Zang Toi** are fans. His **Bar Boulud**, around the corner at 1900 Broadway, is known for its charcuterie case and wine bar.

For a more casual hideout, there's the Upper West Side's **P.J. Clarke's** (44 W. 63rd St.), known for its burger and once frequented by **Jackie Onassis**. "I love being casual and old school at P.J. Clarke's," says **Lisa Benson**, IMG manager for such models as **Kate Upton** and **Chanel Iman**.

Ed's Chowder House (44 W. 63rd St.) also has become a fave with fashionistas like designer **Charlotte Ronson**. "People haven't discovered its existence yet, but I'm sure that day is coming," says *Elle* magazine creative director **Joe Zee**. It's located in the 90-year-old Empire Hotel, an impromptu office during Fashion Week for bloggers attracted to its quiet lobby areas. Another hangout for editors — and models like **Coco Rocha** — is the 35th-floor lounge at the five-star **Mandarin Oriental** (80 Columbus Circle) in the Time Warner Center.

MILK STUDIOS ESCAPES

For a quick meal, it's hard to beat **Chelsea Market** (75 Ninth Ave.) and its 44 restaurants and gourmet shops. "During Fashion Week, I spend huge sums of money at One Lucky Duck in the Chelsea Market," says fashion writer **Derek Blasberg** of the popular juice bar and raw/vegan cafe.

If a caffeine fix is needed, **Mazdack Rassi**, co-founder of Milk Studios, heads to **The Smile**, a pop-up of the East Village cafe and store, on

Milk's second and eighth floors. Looking for espresso with a side of chic? **Blue Bottle Coffee's** (450 W. 15th St.) brown cups with blue bottle imprints have become a status symbol of those in-the-know. "We like it for a quick pick-me-up," says **Danielle Snyder** of sister design duo **Dannijo**.

Come sundown, **Rassi** heads for **The Electric Room** (355 W. 16th St.), the basement bar located in the Dream Downtown hotel that has drawn the likes of **Alexander Wang**, **Jennifer Aniston**, **Mick Jagger** and **Scarlett Johansson** — and mobs of models — in previous Fashion Weeks. On Sept. 6, the bar will host designer **Jason Wu's** afterparty. Not too far away is the rooftop bar **Gallow Green** (542 W. 27th St.), a fashion-crowd favorite opened a year ago atop The McKittrick Hotel. **Georgina Chapman**, Marchesa designer and wife of **Harvey Weinstein**, was a recent guest at the spot, where alcoholic punch is served in copper bowls.

Too much late night leaving the batteries drained? The Dream Downtown also offers charging stations by its first-floor staircase, making it iPad central for Milk Studio-goers between shows.

Two social standbys are staying in the game as well. **Soho House** (29-35 Ninth Ave.) is setting up a series of DJ sets and bashes for members and their guests, to include a party with rapper **ASAP Rocky** and designer **Jeremy Scott** on Sept. 10 and a Fashion Week closing fete with the designers of hot label **Timo Weiland** on Sept. 12. And **The Standard Hotel's** famed

Top of the Standard bar (848 Washington St.) will celebrate its fifth anniversary with a private bash Sept. 4. For those not lucky enough to score an invite, The Standard Grill is a top meeting spot. Says Zee: "After all these seasons, it's still the place to go." **THR**



Aniston



Chapman

THE EMPIRE HOTEL, ELECTRIC ROOM, COURTESY OF SUBJECT BAR BOULUD; EMMA ROBERTS, ANISTON, JON HURDIS/GETTY IMAGES; CHAMPAN; CHARLETTESNYDER.COM