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OCTOBER 2012 INSTYLE.COM



**InStyle**

# *the* ART *of* LIVING

For years she put family ahead of career. Now, with the kids and her rock-star husband happily in tune, *GWYNETH PALTROW* is minding another baby—her popular Goop.com, a user-so-friendly portal into the mind (and closet) of the actress-mommy-tastemaker. Here, she spills all the deets to friend and fellow alpha-woman entrepreneur *Diane von Furstenberg*

PHOTOGRAPHED BY GIAMPAOLO SGURA  
STYLED BY SAMIRA NASR

## *Givenchy Haute Couture by Riccardo Tisci*

Leather and  
suede dress.

*"I've become much more serious after experiencing all the ups and downs of life—heartbreak, the death of people I love... These days I feel pretty grounded."*



*Chanel  
Haute Couture*

Wool and silk satin dress  
with attached  
embellished necklace.

*"I'm hard on myself,  
so I'm working on shifting  
perspective toward  
self-acceptance, with all my  
flaws and weaknesses."*

She could have played her fame a whole other way. Taken her beauty and talent and idyllic life, and just shut us out. Not with a because-I-can hauteur, but rather to protect her privacy. Her sanity. Done a perfunctory interview, posed for pictures, and then closed the door, saying, "Sorry, folks, that's it for today." But Gwyneth Paltrow likes to share. *Everything*. Her recipes, travel tips, taste in music, what she's wearing (or not wearing but wants to wear), her friends, fitness, diet, and opinions—possibly even her heart and soul. So she started Goop.com, a Web site and an online newsletter that launched quietly in 2008 and grew into a shopping and lifestyle destination now boasting a million-plus monthly devotees.

Maybe the branding of GP is her way of saying, OK, if the world is going to watch my every move, let's all get something out of it. Paltrow has always seemed a step ahead. She scored an Oscar when she was 26 (in 1999 for *Shakespeare in Love*). Her marriage to Coldplay frontman Chris Martin is now going on nine years, defying the naysayers; they have two adorable kids: Apple, 8, and Moses, 6.

Early on she nailed dramatic parts (like doomed poet Sylvia Plath, in 2003's *Sylvia*), so naturally, it turns out Paltrow's real gift is ... comedy, from her star turn as Robert Downey Jr.'s foil in the *Iron Man* franchise to a femme fatale substitute teacher (who can tango) on *Glee*. The actress embraces her alabaster-tower image—seen currently in ads for Boss Nuit pour Femme, the new Hugo Boss fragrance—but can't resist having a little fun with it. Like when she showed up at the 2011 Grammys on top of Cee Lo Green's piano crooning "Forget You," displaying a vocal talent that was also evident in the ballads she sang in the film *Country Strong*. Girl's got range!

Paltrow works a fine balance between gallivanting and putting down roots, which is not lost on her friend Diane von Furstenberg, a designer who knows a little something about jet-setting and translating that one-of-a-kind ethos into a coveted and commercially white-hot brand. "Gwyneth is a quality person," says von Furstenberg, who conducted this interview by phone from a yacht off Corsica not long before the actress's 40th birthday this September. "She takes things seriously and does them well, whether it's mothering or running her business." The compliment is handily returned: "I look up to Diane," says Paltrow, who fielded questions from her Amagansett, N.Y., home and reciprocally interviewed von Furstenberg for Goop.com. "When I'm with her, I always learn something." So when the questions began, on topics ranging from crying and carb indulgences to balancing a relationship and becoming a true businesswoman, both women were more than ready to open up. —TIM ALLIS

**DIANE VON FURSTENBERG** Gwyneth, I've known you a long time—before you married or had children or became an entrepreneur. What has always impressed me is that you are a good girl yet have a joie de vivre. People know you are serious, but you can be fun and frivolous too. I'm impressed with the woman you've become. **GWYNETH PALTROW** I have a ways to go, but I feel like I'm on the right track.

**DVF** Let's talk family—the one you come from is amazing. Tell me about your parents, starting with your dad [producer-director Bruce Paltrow, who died in 2002]. **GP** My dad and I had one of those incredibly lucky, love-of-your-life relationships. The reason I believe in myself comes from my father. I felt so understood by him.

**DVF** I think if your father makes you confident, you wind up having healthy relationships with men. **GP** I agree. I mean, I stumbled a few times in that department. But I feel like I wasn't struggling to figure out men.

**DVF** So if your dad gave you confidence, what did your mother give you? **GP** My mother [actress Blythe Danner] gave me an appreciation for my inner life, and for imagination, music, and beauty. Walking through the woods! She is a sensual person, and I can feel how rich her inner life is.

**DVF** What is the special connection you have with your own daughter? **GP** When Apple was born, she had the hugest blue eyes. I looked into them, and she was looking at me, and I felt like, You are here to teach me everything.

**DVF** And Moses? **GP** After he was born I had postpartum depression. It was a difficult time, and because of that I believe I have an extra empathy for him, and he for me.

**DVF** Would you like to have more children? **GP** My brain

says, Oh, I think I'm done, the kids are big now and I don't want to go back to changing diapers. But a part of me would love to have another. Of course, I'm old now!

**DVF** No you're not. Listen, your 40s are so young, but it is not the easiest decade. Fifties are better. OK, let's talk about Chris. What is the easiest thing about being with him?

**GP** Our friendship. We laugh a lot—and at the same jokes. We like the same music and like to do the same things.

**DVF** And the hardest? **GP** Probably our artistic temperaments together. Artists are sensitive; there are ups and downs mood-wise. Musicians need a certain gravitas and focus in order to write. The temperament that goes with someone who is creative can be challenging.

**DVF** But you give each other space? **GP** Oh yes, and we're not threatened by the space.

**DVF** Would you say the success of a relationship comes from the fact that you're not needy? **GP** I would say it's because I focus more on understanding than on being understood.

**DVF** Living with an artist, do you have a tendency to downplay yourself as an artist? **GP** Yes, sometimes... [A child's voice is heard in the background] Oh, hold on. My daughter is asking me a question. She's cross because I only let them watch TV in French or Spanish. When I'm in France, I go to [Boulevard] Beaumarchais and buy all their cartoons.

**DVF** Oh, that's smart. All right, so tell me about you as an artist. **GP** When I started out I was connected with the artist in me, but at some point, I got out of touch with why I was acting. Then my father died, and I took time off to reassess and be with my kids. I haven't starred in a movie since I was pregnant with my daughter; I can't be away

# THE VERY BEST OF GOOP

Paltrow counts down *the most-read stories from her fab site* and gives us the goods on how they came together

## 1 A BETTER BREAKFAST

A respected physician offers up a wide and unorthodox range of energy-maximizing, crash-minimizing day starters. Chia seed pudding, anyone?

"I'm not supposed to eat gluten or sugar, and typical breakfast foods are full of those. So I called my friend Dr. Frank Lipman and said, 'Help me out. I need a good menu!'"



## 2 MARRAKESH

Her first trip to Morocco became a deep delve into boutique hotels, locally vetted restaurants, and key vendors—from spices to jewelry—in the souk.

"I was there for the opening of La Mamounia Hotel. One of my favorite memories was being served pigeon pie. It sounded so weird, but it was delicious."



## 3 READY FOR SPRING

She curated and modeled up-to-the-minute looks that morph from business meeting to cocktails to clubbing.

"Fashion is an endless source of curiosity for all of us. I'm always wondering, What am I supposed to wear with what? It's interesting to see the way people put things together, so this is how I do it."



## 4 HOW TO DO YOUR OWN MAKEUP FOR DAY AND NIGHT

A red-carpet pro walks you through step-by-step applications and recommends the best products and brushes.

"This is one I personally needed. We used my makeup artist Emma Lovell from London, and the mom of my son Mosey's school friend as our model [below, right]."



## 5 OUR FIRST APP

goop city Paltrow launched cyber city guides based on her

favorite haunts. New York and London are available (through iTunes), with one for Los Angeles coming soon.

"Goop readers trust my taste and know that I know where to find cool stuff. A city guide is a fast and fun way for them to have access to where I actually eat, shop, get a manicure, and hang out."

GET GWYNETH'S SCOOP ON FIVE MORE OF GOOP'S GREATEST HITS AT [INSTYLE.COM/GOOP](http://INSTYLE.COM/GOOP).