

REFASHIONING FERGIE

The Daily News asked New York's top designers and beauty experts to fashion a new look for Sarah Ferguson, the future Princess Andrew of England and a working woman to boot.

By JOAN LEBOW

THE ENGAGEMENT IS out of the closet, but what's all that other stuff in there? Sarah Ferguson, the round and russet-haired princess-to-be, is surely destined for Her Majesty's makeover. Forget the diamond tiara, this woman needs an iron.

In fact, if Frumpy Fergie and Randy Andy expect to steal a glimmer of the spotlight from fashionable Chuck and Di, sister-in-law Sarah will probably need the whole royal beauty treatment.

No, that doesn't mean she's got to go for pouffy ball gowns or little Robin Hood hats. And leave that Palace Diet book on the shelf. As designer Giorgio Sant' Angelo points out: "If Prince Andrew likes her this way, why should she diet?"

For better or for worse, Sarah need not another Diana be. Besides, a princess who carries a briefcase merits a style of her own.

New York fashion designers and experts envision a thoroughly modern Fergie. They see her spruced up in tailored, elegant career clothes trotting around with her fellow Sloane Rangers in London, or dressed comfortably for casual weekends in the country. After all, she's a working woman with a few previous romances on her emotional resume. There's no room in her life for that old-fashioned fairy-tale look. "I think the main reason

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THE REAL Sarah Ferguson (right) off to the office and the "Uptown Fergie" (above) designed by Donna Karan.

'Thoroughly Modern Fergie'

FROM COVER

why these royal ladies look so strange is that they think they have to have special princess clothes," said designer Betsey Johnson. "The princess thing ought to come from inside." For Prince Andrew's beloved, Johnson proposed "a hip look—something more now."

"I'd give her simple, clean lines, young and fresh clothes," said Gail Kittenplan, personal fashion advisor for Lord & Taylor. "I see here a very classic, updated fun-loving girl."

Ken Clarici, fashion coordinator for Alexander's, favors "soft but controlled" fashion for Fergie. "To flatter her figure, I think she should dress in something more modern," he added.

WilliWear designer Will Smith agreed that Fergie should be anything but stuffy (see his "Downtown Fergie" sketch). "In order to compete with Diana," he concluded, "she's going to have to loosen up a lot." Smith would put the 26-year-old Ferguson in a black knit mini-skirt over matching pants, a cotton sweater with a royal intarsia, a cotton tweed overcoat and white WilliWear high-top sneakers.

None would begin to change Fergie's "wholesome, outdoorsy look" or suppress the youthful spirit she conveys. It's her executive style that really needs work.

THE FACT THAT she's going to be a princess and go to work means she needs clothes with some degree of authority," said Linda Lee, director of Macy's By Appointment personal shopping service.

"With her proportions, she should keep it soft," Lee said. "She shouldn't wear lots of ruffles and frills."

Here designer Donna Karan would start from scratch. "From what I've read about her, she's a professional princess," said Karan. She would outfit Fergie as she would any professional woman—in a six-piece wardrobe of navy jersey including a body suit, sarong skirt, cardigan coat, trousers, jacket and white body blouse—exemplified by her "Uptown Fergie" sketch.

"I would give her silver pearls, a crocodile belt and bag, six pair of navy stockings and she can go out for any occasion," Karan said.

To accessorize the Karan clothes, Art Wear's Robert Lee Morris said "I could see the princess going all out and wearing sculptural, full, chunky jewelry." Too often, he lamented, the royals wear "either the Crown Jewels or some little ditsy things."

"The English have a funny way of dressing, don't they?" giggled sportswear designer Cathy Hardwick. "It's a little funny." Her

antidote to the dowdies: "Sarah should wear chic and tailored clothes, a narrow skirt—definitely not a full skirt, and a jacket, not a sweater. If she wears a dress she should have a little decolletage."

Designers disdain one other fashion item that's popular at the palace. Said Sant' Angelo in earnest, "I hope this girl will wear no hats." He'd rather see Fergie enhance her own simple look than overhaul it. "I don't believe in giving anyone a makeover," he said.

For social engagements Sant' Angelo said "evening separates" would be most fitting (see his "Evening Fergie" design). "A pretty blouse with a long skirt, nothing with lace, just a simple style would be right, although she might look good in something peasanty, something off-the-shoulder," he said.

Simple is also the way Anne Klein II designer Louis Dell'Olio would fashion the Sarah Ferguson style. He hopes she can still be herself under the harsh gaze of the public eye. But now that we're looking her over anyway, he recommended, "No fussy fabrics, no fussy prints, or bows or sashes at the neck." Oh, and "no hats." Instead, Dell'Olio advocated a tailored wardrobe of skirts, and feminine jackets in neutral colors. "She may want to cut her hair shoulder length to look more professional," he added. "She has pretty coloring and doesn't need lots of makeup." Accessories should be simple, like pumps and pearl earrings.

But does a princess really go shopping for jewelry, what with the Crown Jewels packed away at home? Certainly, said Kenneth Jay Lane, the jewelry designer known for his fetching fakes. They don't go out and buy real jewelry, he explained. They don't need too, instead they shop for fun. He said Princess Diana likes to visit one of his three London costume jewelry shops. Now maybe Fergie will tag along.

"The royal image is much more sporty and wholesome today," said Lane. "They don't wear jewels from their necks to their stomach like they did in the time of Queen Mary. They try to be more like other people."

Nonetheless, royal life has its own special demands. For example, Lane says a princess ought to always wear earrings. "They show up in photographs and give sparkle to the face." For Ferguson, he likes sapphires be-

gems to their eyes." Emerald green and sapphire blue would also be ideal choices for her evening gown colors, according to Martha Phillips of Martha's, the Park Avenue boutique, who thinks any new princess "would probably be sensational in a (Bill) Blass, or Oscar (de la Renta) or Galanos."

There's still the matter of the layered mane that makes the polo coach's daughter look like an American cheerleader. "She has beautiful hair," commented Kim Lepine of La Coupe. "It just needs more control and shape."

I THINK SHE'D LOOK marvelous in a sort of pre-Raphaelite style, sort of wavy and childlike," suggested Kenneth of the chic Kenneth Salon.

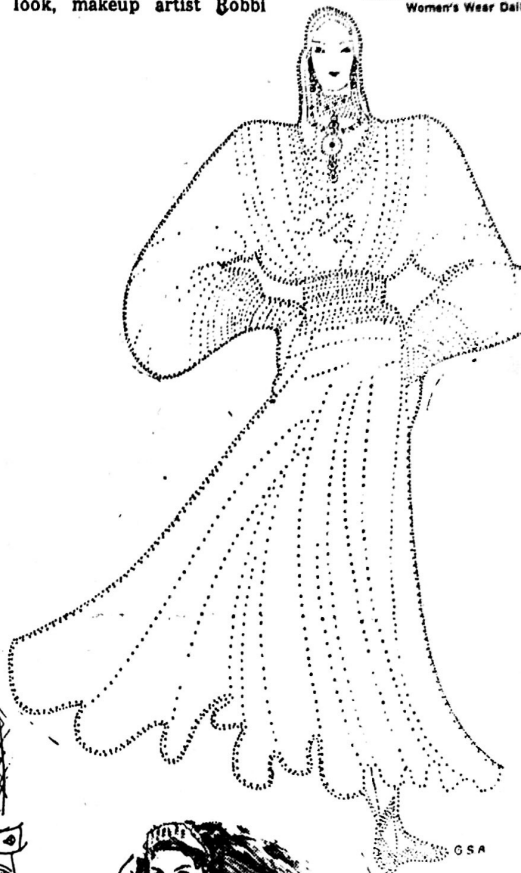
"This way her hair looks common and ordinary," observed hair designer Suga from the trendy Suga Salon. "To be a princess she needs more style." His royal beauty

solution includes a shoulder-length feminine style that keeps a lot of the volume, but is softened with face-framing, fringed bangs. "She could be classy and warm-looking," he explained, "and with no heavy makeup her look could really be opposite Diana's."

For a natural makeup look, makeup artist Bobbi

Brown recommended camouflage eyeshadow and some eyebrow definition that would highlight Fergie's delicate features. "A princess is in a lot of pictures and should play up her eyes," Brown said. "But too much makeup would make her look like some girl on the streets."

Joan Lebow is a reporter for Women's Wear Daily.



"DOWNTOWN FERGIE"

by Willi Smith (above); Giorgio Sant' Angelo designs "Evening Fergie" (top right); Fergie and Princess Di (far right) and the Daily News' Marcos Oksenhendler illustrates Fergie in a Caroline Charles gown.