

The New York
legend in her
Greenwich
Village hood

BUTCH HOBAN. Fashion editor: Maggie Hong; Hair: Jennifer Bre; for Photo. Makeup: Margo Ducharme for artistsintheplano.com; Dress: Romy Becca; belt: Michael Kors; earrings: Ippolita; necklace: Zoe Chicco; bracelet: Stella Dot. Photographed at Morandi restaurant in New York City.

Candace's Ascent

Originally an aspiring actress, she's now an author and executive producer of NBC's *Lipstick Jungle*.

Be the Smartest, Sexiest Girl in Town

Candace Bushnell didn't just invent *Sex and the City*—she's living it to the hilt. As her new book hits stores, the author shares her ballsy playbook for fabulousness.

By Holly Eagleson

Ever since she penned her landmark "Sex and the City" columns—which led to a best-selling book, one of TV's biggest hits, and a blockbuster movie—Candace Bushnell has deftly navigated the glittery surface and gritty underbelly of New York City society. Her observations have also resulted in four other juicy books, the latest of which, *One Fifth Avenue*, was just released. And they've helped her formulate some genius rules for getting ahead.

We have to warn you: Her tips are more stiletto-pointed than warm and fuzzy. They're also not for the faint of heart, because Candace got what she wanted the old-fashioned way: by working her ass off. So let other women use tired tactics or lame shortcuts to hustle their way to the middle. You can play it Candace's way and stake your place on the food chain...at the top.



Her new novel, *One Fifth Avenue*, dishes the social scandals that take place in a trendy Manhattan apartment building.

IT'S A (LIPSTICK) JUNGLE OUT THERE

Not surprisingly, Candace thinks great style is key to survival.

- "Your clothes should say *Hey, I'm here to work, not I'm here to take your job/sleep with the boss/cause trouble*. You shouldn't come across as high-maintenance or a party girl."
- "Keep up with grooming, like regular highlights if you color your hair, but you can save money by doing a half set instead of the full."
- "When you're on a budget, do your own beauty treatments, like waxing or plucking your eyebrows."
- "A good piece of luggage lasts forever and makes you look sharp. And you want a nice watch—not a big gold one but one that shows your respect for tradition."

SKIP IT



This hat is too **Look at me!** for the office team.

Save the cleavage for the club.



Flash and fur shout **Party time!**



WORK IT



Leopard-print pumps are always in fashion.



A great handbag can open many doors.



A tailored LBD is a must-have.



Top with a personal touch, like a designer scarf.

Red-Hot Career Tips

Success is rarely instantaneous, but it is entirely gettable if you work your charm.



Make Details Count

"Just do the job in front of you beyond expectations. One of my first jobs was literally sharpening pencils, and my boss said I was by far the best, so I was noticed."



Research Your World

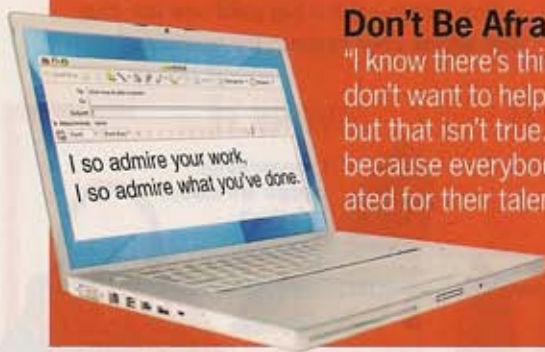
"You need to know something beyond whom your friends are dating when you talk to your boss, so gather info about your corporate culture in your spare time."

Knock Off the Oversharing

"In the business world, it ain't about you. It's much better to ask somebody else questions about themselves. People don't really want to hear about you until you're around 30 and more accomplished."

Check Your Ego

"You have to earn other people's respect through hard work. My assistant is 20, and she's never said *no* to anything she's been asked to do. Now she has a side job in the costume department of *Lipstick Jungle*."



Don't Be Afraid to Ask for Help

"I know there's this idea that older women don't want to help younger women, but that isn't true. Flattery always works because everybody wants to be appreciated for their talent. Send a nice e-mail with a compliment, then ask for advice on how she got ahead."

“WHAT I WISH I'D KNOWN AT 25”



Candace in her 20s

Live Within Your Means

"You're on the edge of your seat financially in your 20s, but you don't want to end up owing \$80,000 when you're 30 years old. It's better to go without."

Make Friends With Rejection

"In my 20s, I wrote stories and sent them out. Few got printed. You have to be willing to put yourself out there and then move on, trying every angle."

Get Pitch-Perfect

"Giving a 30-second big idea to someone is important, so get right to the point: 'I think I have a great idea for the company. It's about this. Is that something that interests you?'"

20s

FAST-TRACK TIP

"Anticipate big things happening and maybe they will. There was a time I always had my passport in my purse—just in case I had to go to Europe on the spur of the moment. I ended up traveling there; even though I came back broke and needing a new job, it was worth it."



“Go to New York for the art. Sure, go on the *Sex and the City* bus tour, but it's also important to see 16th-century paintings.”

Essential Things She's Learned About Men

■ **Soul-quaking sex does not equal soul-mate status.** "Great sex with someone may or may not really mean something. But it's a hell of a lot better than bad sex! What it comes down to is that sex is just another form of communication."

■ **Skip Mr. Big.** "That means a guy who will rescue you or who possesses all the qualities you want but don't yet have. Men cannot give you that. You should be developing those qualities yourself."

■ **Love isn't guaranteed.** "Most women think that love is a right, that it's ordained. Guess what? No

one has to be in love with you. It's not a given. The only person who needs to love you is you."

■ **You will know he's The One.** "My grandmother said that, and I never believed it. But it's true. You won't be calling your friends saying, 'I don't know if he's interested.' There won't be drama. He'll be as into it as you are."

■ **It's good to emulate them.** "I've asked a lot of men about their top priority, and for most, it's career and achievement. Your life is about the development of your story, what adventures happen to you. That's the romance of life."

Your Screwups Lead to Success

"Give yourself permission to make mistakes. By developing problem-solving skills, you are laying the groundwork to be happy in your 30s and 40s."

Embrace the Uncertainty

"Your job in your 20s is to explore and find out about the world—not to worry that you don't know enough yet. No one knows what's coming next....Enjoy that."

40s

Candace today



5 RISKS EVERY GUTSY GIRL MUST TAKE

1 "Fall in love; really seize it. The guy probably won't be The One. But that's how you learn who you are."

2 "Be yourself—especially in a relationship. We still live in a sexist world where women often twist themselves into what they think a man wants in order to have him. Put yourself before pleasing a guy and you're more likely to find the guy who's right."

3 "Make a firm plan to move out of your comfort zone. Say 'I'll work this entry-level job for two years, and then, no matter what, I'm moving on.'"

4 "Try everything you find interesting, even if it's quirky or odd. When I was 20, I signed up for a tap-dancing class at Carnegie Hall. It was full of 12-year-olds, but I'd always wanted to learn."

5 "Dare to ask, What is my purpose here? You might not be able to answer it, but you'll learn a lot in the process."