

## Real-estate executive, TV star and now founder of her own lifestyle brand—the lady is a Trump

**AS A LITTLE GIRL,** Ivanka Trump frequently accompanied her father, Donald, to work. “I remember coming to my dad’s office after school and playing with blocks and toys, and just observing,” she said. Today the 31-year-old’s presence has become something more official, as executive vice president of development and acquisitions of the Trump Organization. One of her current projects involves converting the historic Old Post Office Pavilion in Washington, D.C., into a luxury hotel, slated to open in 2016. She also stars with her father on the NBC reality show “The Celebrity Apprentice,” which is filming its 6th season.

But Ms. Trump is forging her own path as well, with an eponymous fashion and lifestyle brand, an extension of the Art Deco-inspired fine jewelry collection she launched in 2007. She recently transformed her jewelry boutique in New York’s SoHo into a veritable Ivanka-porium with shoes, handbags, sunglasses and clothes, which all mirror her own classic, but still youthful elegance.

Ms. Trump now brings her own daughter, 15-month-old Arabella, to the office. Balancing motherhood, marriage (to husband Jared Kushner, publisher of the New York Observer) and a schedule packed with meetings, black-tie galas and international travel, she appears to lack for nothing. On that point—recently revived as a hot-button topic by Anne-Marie Slaughter in her controversial essay for the Atlantic, “Why Women Still Can’t Have It All”—Ms. Trump has strong feelings. “I think the dialogue is a good one, but I vehemently disagree [with that assertion],” she said. “Women are closer than ever to having it all than we’ve ever been. But I think this conversation extends to men as well. They have to make choices, too.”

**My mornings are chaotic.** I have CNBC’s “Squawk Box” on in the background and Arabella will be in my closet. She’s found my shoes and likes pulling them off the shelf and mimicking me putting them on.

**When I was a teenager,** I dressed badly. But only in retrospect. At the time, I thought I was the epitome of cool. It was the early ‘90s, the era of grunge and Kurt Cobain.

**What makes a hotel exquisite** is a combination of three things: location, physical structure and then the personalized service. One of the things we take very seriously is how we record the preferences of our guests so they never have to tell us something twice.

**I have a lot of fun with social media.** As great as advertising may be, there’s something more authentic about it. I love being able to speak without a filter or being edited by third parties.

**The building that most inspires me** in New York is 40 Wall St., one of our commercial office buildings. It was the tallest building the world, until it was surpassed by the Chrysler Building. The beautiful copper roof can be seen very visibly in the Manhattan skyline as one approaches the city.

**I design things that are consistent with my personal aesthetic:** feminine, ladylike and elegant for a professional woman.

**Golf provides** a lot of insight into people. I use it a lot for business. It gives me the opportunity to spend four hours with somebody and see who they are.

**The best baby outfits** are picked up on my travels, like a traditional Mexican dress embroidered with flowers that cost about 50 cents. I also love Gap Kids, and Zara Kids for shoes. For spe-

cial occasions, I go to the Spring Flowers Children’s Boutiques in New York and Palm Beach.

**Every Friday night** I cook a feast for my husband. I treat it like Thanksgiving and map it out with military precision. This week I’m making mint pea soup with challah croissants, and my grandmother’s recipe for beef goulash with egg noodles. Afterward, we’ll go on a walk and enjoy fall in the city.

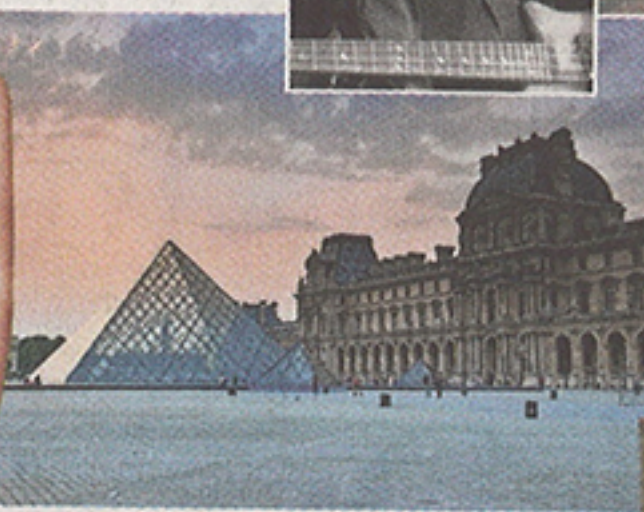
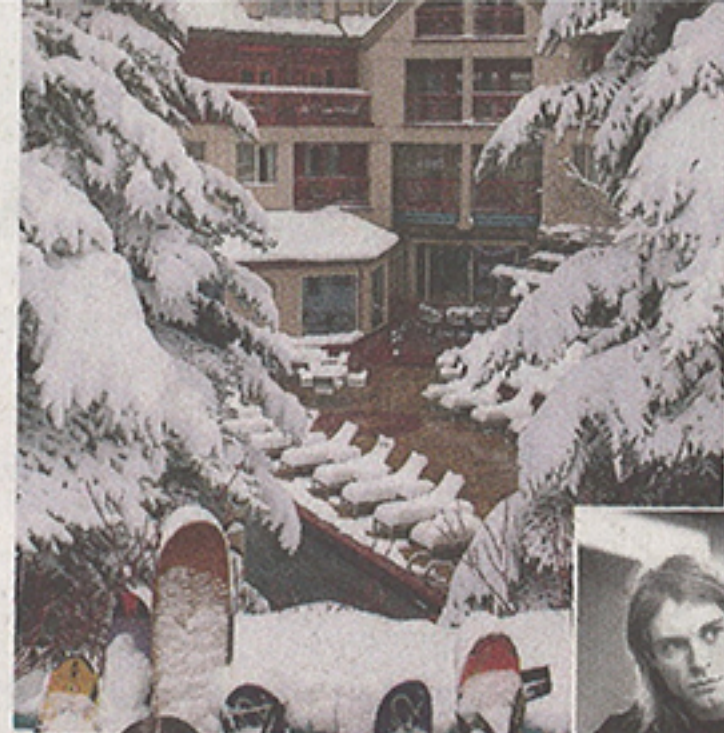
**The best gift** my husband has given me—besides Arabella and my wedding ring—is an immersion blender. When I first learned how to cook, I was really into soups. It’s one of my most used cooking instruments.

**I’m very intrigued by Daphne Guinness.** I wouldn’t necessarily want to emulate her style; I just always want to see what she’s wearing. I also love how Blake Lively carries off serious clothing in an effortless and playful way.

**One of my favorite style films** is “Breakfast at Tiffany’s.” Trump Tower is next door to Tiffany & Co., and every morning I see someone standing outside in a black dress having her photo taken by her husband or boyfriend. Something that inspires that much imitation is pretty incredible.

**The beauty product** I cannot live without is Tammy Fender’s antioxidant moisturizer. She’s our facialist at the Mar-a-Lago Club in Palm Beach who created an amazing organic skin care line. I also stock up on La Roche-Posay’s Anthelios sunscreen when I go to France. I’m also liking Burt’s Bees Tinted lip balm.

**What I appreciate** about historical architecture is that even if somebody had the budget to acquire the land



**GOLDEN GIRL** Clockwise from top right: Ivanka Trump; Ivanka Trump fine jewelry earrings; ‘Breakfast at Tiffany’s’; Ivanka Trump boot; a new look from Peter Pilotto; the Louvre Museum in Paris; Kurt Cobain; the Little Nell hotel in Aspen; Burt’s Bees lip balm.



and pay for the cost of construction, they wouldn’t be able to replicate what was done in the past. Today, tradespeople and stonemasons don’t have the ability to do the kind of work they did back then. I’m deeply inspired by the Louvre.

**Once a week,** I disconnect completely. No email, no TV, no Internet from Friday night to Saturday night. It’s incredibly restorative. Part of the downside of the technology infiltration in our lives is that it’s easy to get very micro in your thoughts and not allocate the time to step back and think about the bigger picture.

**The most impressive historical jewelry** is the British royal jewels. I went to an exhibit at the Victoria and Albert Museum several years ago and loved the tiaras—those legitimate ones that can’t be worn or shouldn’t be worn by people who aren’t royalty.

**My favorite next-gen designers** are Prabal Gurung, Joseph Altuzarra and Peter Pilotto, whose dress I wore to the Met ball. I also love wearing Carolina Herrera for cocktail hour, and J. Mendel for black-tie.

**My go-to restaurants** in New York City are a pizza joint in Brooklyn called Lucali, and Luzzo’s in the East Village. And I love Jean Georges for a work-related lunch or a formal dinner.

**My dad’s style** is very traditional. He’s seldom not wearing a suit. When he’s not, it’s because he’s on the golf course.

**For my 21st birthday,** my mother gave me an amazing diamond necklace; my father had given it to her on their 10th anniversary. I have several pieces of beloved heirloom jewelry, like an incredible woven gold bracelet given to me by my father’s sister; it was passed down to her from her mother.

**My favorite hotels** as a child were the Little Nell in Aspen, where we’d stay during family ski trips, and a tiny hotel called Kohueta, a mountain villa that sits on the Czech border near my grandmother’s cottage. We’d go there for lunch and have Czech sauerkraut soup and goulash. It was just incredibly cozy. I still go back there.

**I named my daughter** in a dream. I’ve always loved the name Isabella, but

I wanted a variation on it and dreamed of Arabella. The first American woman lawyer was named Arabella. It’s a strong name.

**The designer I stockpile** is me. It’s a good thing that I’m in real estate because I need a lot of closet space.

**My most strenuous exercise routine** involves chasing Arabella around the living room. Otherwise, I go through phases where I’m into spinning or trying to be a runner. I get bored easily.

**My guilty pleasures** are watching “Game of Thrones,” getting massages and eating anything that oozes hot cheese—whether it’s mozzarella sticks or fondue.

**I’ve always wanted to see** the Naadam Festival in Mongolia and do the whole casbah experience in Morocco. And I’d love to take an Orient Express-style train trip through a beautiful, remote location.

**My favorite lullaby** is “You Are My Sunshine.”

—Edited from an interview by Lesley M. M. Blume