

Gail-Force *Trends*

Versatility. It's an often elusive quality that Gail Elliott has in spades. A former international runway model, turned cover-model, turned clothing designer, Gail is not a woman to be underestimated. She knows first-hand that women today have schedules as cluttered as their closets. And she knows that they need those can't-live-without-it wardrobe staples that segue easily from day to night. Her down-to-earth outlook, paired with two decades of invaluable first-hand fashion experience, come together to create her flirty and deceptively simple clothing line – *Little Joe by Gail Elliott*.

By Anna Claire Vollers



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A native of England, Gail began modeling at 17. She was soon strutting down catwalks for the biggest names in the industry: **Versace, Calvin Klein, Dior, Dolce & Gabbana, Gucci, Prada, Marc Jacobs, and Ralph Lauren.** When she retired from the annual shows, Gail focused exclusively on print work. Her fame spread as she appeared on the covers of iconic publications like *Vogue*, *Harper's Bazaar*, *Elle*, and *Marie Claire*. Her close friends Cindy Crawford, Helena Christensen, and Yasmin Le Bon were bridesmaids when she married Australian screenwriter Joe Coffey in 1997.

During those whirlwind years of “*supermodel-dom*,” Gail found herself looking for sexy-yet-comfy clothing that would serve a number of purposes. When she didn't find exactly what she wanted, she got the idea for her clothing line. “I wanted to design something that was sexy enough to wear to bed, comfortable enough to actually sleep in, demure enough to hang out at the house when you have friends over, but also something that could be worn out with jeans or killer heels.” Thus, in 2003 *Little Joe by Gail Elliott* was born, affectionately named after her husband. The couple began the line in New York but moved to Australia a few years later. Where many women would have retired to the quiet life after such a lucrative modeling career, Gail marched full steam ahead with *Little Joe*.

The line began exclusively with lingerie, but the recent Spring/Summer 2006 collection features some fabulous ready-to-wear pieces with swishy skirts and dresses, feminine camis that can go easily from a day of shopping to a candlelit dinner – all in colorful silk prints, slinky black charmeuse, or crisp white cotton.

This year Gail made her next big move, opening *Little Joe's* flagship boutique in Sydney. “We decided to open the store not only as a showcase for *Little Joe*, but because we love shopping and sharing our favorite things (including some of the lines by “model” girlfriends) in our own boutique. www.LittleJoeNY.com. **C&LM**

MY FAVORITE THINGS

FAVORITE JEWELRY

Dior Watches, Manon Von Gerkan NYC, Carolina Barbieri NYC –

FAVORITE FOOD

Pan Asian, Thai ... and anything hot and very spicy.

FAVORITE FILM

Once Upon A Time in America

FAVORITE FLOWER

Gardenia

FAVORITE SONG

Today it's “Beautiful” by James Blunt.

FAVORITE BOOK

Five Girls and Cowboy Kate by Sam Haskins.

FAVORITE GIFT

Tiffany diamond cross.

SOUL MATE

J.C.



From left: Georgina Bartlett, Gail's longtime friend; Cindy Crawford; Helena Christensen; Gail; Gail's sister, Dawn Elliott; and Yasmin Le Bon

C&LM: In five words, how would you define your style?

GE: *Relaxed, subtly sexy, glamorous, girlie & sweet.*

C&LM: If you could choose a period of time in which to live because of its look, which one would it be?

GE: *I love the period of time we are in at the moment.*

C&LM: Who is your personal beauty icon?

GE: *Kate Moss*

C&LM: Who are your favorite designers?

GE: *Marc Jacobs, Anna Sui, Balenciaga, Roberto Cavalli, Alice Temperley*

C&LM: How do you deal with stress?

GE: *Cooking with friends whilst drinking red wine*

C&LM: What is the biggest compliment you've ever been paid?

GE: *Some people like my British accent...!*

C&LM: What would you be if you weren't a designer?

GE: *Maybe a photographer...?*

C&LM: Do you have a Beauty Ritual?

GE: *I cleanse with Dermologica Gel using cotton pads, I never use water on my skin, then tone with La Mer Toner and moisturize with La Mer Serum and either their lotion or Crème de la Mer heavier cream depending on how much I've slown and how dry my skin is feeling.*

C&LM: What is your favorite painting (or who is your favorite artist)?

GE: *I'm more into black & white photography that I've been collecting for the past 20 years and have quite a collection of Jaques Henri Lartigue, Sam Haskins, Kurt Markus, Sebastio Salgado, Mary Ellen Mark, Bruce Weber, Peter Lindberg, August Saunder, Sudek, Joel Peter Witkin, and Tom Baril.*

C&LM: What's most surprising about you?

GE: *I speak Japanese.*

C&LM: What's your greatest regret?

GE: *Not learning to speak French and Italian fluently when I worked there as a model doing fashion shows and shoots for so many years.*

C&LM: Your biggest fear?

GE: *I'm not keen on deep water.*

C&LM: Biggest challenge?

GE: *At the moment, keeping our fashion company Little Joe by Gail Elliott running well and efficiently, as well as being able to travel and live in both New York and Sydney.*

C&LM: Greatest indulgence?

GE: *Handbags and caviar.*

C&LM: If you were granted three wishes, what would they be?

GE: *World peace...*

C&LM: What's the best piece of advice you've ever received?

GE: *"Do unto others as you would do for yourself" – my mother...*

C&LM: What do you dislike most?

GE: *Marzipan.*

C&LM: When in life were you happiest?

GE: *When I'm with my heroes.*

C&LM: Who are your heroes?

GE: *Joe, Fletcher, and Biggie*

C&LM: Describe your perfect day.

GE: *Waking up at the beach either at Bondi in Sydney or Amagansett, NY. Having brunch at Aqua Bar or Babette's, taking a walk along the ocean and having a beautiful dinner with people I love.*



Gail wit her maltipoo, Fletcher



Gail and husband Joe Coffey

