



american idols

HOLIDAY 2009
The singer Taylor Swift



FROM TOP: ZADIG & VOLTAIRE TEE; IN TURKEY; FAVORITE JEANS.



LIFE'S A BALANCING ACT

Balancing a growing empire that includes manufacturers in Hong Kong, Brazil, India and Peru with being the single mother of three boys is Burch's biggest challenge. "I'm constantly working on it," she said from her New York office, where her 8-year-old son, Sawyer, was blowing bubbles on a day off from school. "Luckily I don't sleep a ton." When not in her 10-room apartment at the Pierre Hotel, weekending with her mother in Valley Forge, Pa., or summering in Southampton, Burch loves to travel. Recent trips include dog-sledding in Aspen, taking friends and relatives to India for three weeks and spending four days in the Amazon with Venezuelan pals. For Christmas, she'll take the boys to Vietnam and Bali after opening a store in Japan. Her privileged upbringing and profitable company have made her passionate about giving back. She created the Tory Burch Foundation to provide microloans to American women so they can follow their entrepreneurial dreams. "I've been meeting the most incredible women," she said.

A 1996 PORTRAIT FROM ITALIAN VOGUE.



ABOVE: ON A RECENT TRIP TO INDIA. BELOW: A MICROFINANCE RESEARCH TRIP IN HAITI.



RIGHT: TRETURNS FOREVER. FAR RIGHT: SHOOTING "GOSSIP GIRL" WITH BLAKE LIVELY.



'60S-ERA YVES SAINT LAURENT INSPIRES HER.



ABOVE: JANELLE MONÆ. RIGHT: THE TORY BURCH "SAVE THE CHILDREN" CD.



TORY'S AMERICAN STYLE. BELOW: SUNGLASSES FROM HER NEW LINE.



ABOVE: A BILLY BALDWIN CHAIR. BELOW: SUSHI OF GARI, A FAVORITE FOR FRESH UNI.

COOL HUNTING

Burch's summer trip to India has already popped up in the colors and accents of her resort collection, while last year's Alexander Calder and William Eggleston exhibitions at the Whitney Museum influenced her looks for spring 2010. (Eggleston's "quirky takes on American classics" were catalysts.) And it should be no surprise that the favorite artist of this color-loving art-history major painted "Odalisque in Red Trousers." "I'd give anything to own a Matisse," said Burch, whose own collection runs more toward Walton Ford and her inherited old masters. But her biggest style inspirations remain her parents, Reva and Buddy Robinson, a dashing couple known for their looks and social graces. (He dated Grace Kelly; she, Marlon Brando.) "My father designed every piece of clothing he wore," Burch said. "He should have been a designer." Reva, for whom her best-selling shoe is named, taught her that true style is "learning what looks good on yourself and understanding what's right for your body and age," she explained. "I love experimenting with fashion, mixing it up — vintage, different price points. I'm learning all the time."



RIBBON AND YVES SAINT LAURENT: GETTY IMAGES; BURCH IN PINK DRESS AND WITH SOUTH COHEN: WIRE IMAGE/GETTY IMAGES; BURCH RESIDENCE: FRANCOIS HALARD/TRISH MANAGEMENT/TRUNK ARCHIVE; BEATON BOOK AND CD: FRANCES JANISCH; MARQUEZ BOOK: FROM THE STRAND BOOKSTORE, NEW YORK; BLACK SHIRT: FROM ZADIG & VOLTAIRE; JEANS: FROM ACNE; CHAIR: FROM THE BILLY BALDWIN COLLECTION EXCLUSIVELY BY VENTRY LTD.; GARI: FROM SUSHI OF GARI; LIVELY: GIOVANNI RUFINO/THE CW. ALL OTHER PHOTOGRAPHS FROM TORY BURCH.