



POWER STYLIST

Generation *Fresh*

"I FEEL LIKE I'M IN A RUT" isn't an unusual statement to hear in this town. However, Taste Generation is just the service that'll break you out of your funk.

Founded last year by former Chanel exec Elisa Niemtow, Taste Generation offers one-on-one personal consultations that give everyone from corporate climbers to stay-at-home moms lessons in style, nutrition, and etiquette.

"My focus is to help New Yorkers feel healthy and beautiful, without the stress," says Niemtow.

After receiving her MBA in luxury-goods marketing and management in Paris, Niemtow came back to the US and worked for high-end brands such as Chloé and Chanel. While wardrobing clients across the country, Niemtow realized she had a knack for knowing which styles would look best on which bodies. Another source of inspiration: the pressure her colleagues felt to be a certain size and to look "perfect."

Her "Aha!" moment came during the collections in Paris, when a member of her Chanel team approached her in tears over the snugness of her jeans and her overall feeling of unhealthiness. "I knew I could help her, and she became my first client," recalls Niemtow.

The Taste Generation program includes three separate yet interrelated phases: Style & Taste, a one-on-one closet sweep and personal shopping lesson; Eat for Taste, with individualized nutrition counseling and an at-home kitchen cleanse; and Manners for Professionals, which involves tutorials in networking, socializing, and business etiquette.

"The program is very much about creating healthy



habits," says Niemtow. "It's really a holistic idea that to be well and to be beautiful, we need to integrate everything from the inside out. It's very much about leading a tasteful life in what we eat, how we dress, and how we treat each other."

Should you sign on for a Taste Generation makeover, be prepared to make yourself (not your job, kids, or spouse) a priority, and rid your pantry of "fake foods": artificial sweeteners, corn syrup, and what Niemtow calls the biggest "diet saboteur"—alcohol.

"You can look great," she says, "but if your insides are a mess, it doesn't matter. Style has to come from within." *Taste Generation*, 646-825-1878; tastegeneration.com.—J.S.



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