

STYLE



Haute Heritage

At first glance, Ariana Rockefeller's designs seem more appropriate for ladies who lunch than ladies who launch (companies, that is). The clothes have an ease that springs from the 31-year-old heiress' own casual approach to dressing—she did, after all, trek through Brazil with limited reinforcements (just a backpack and a few underpinnings). Three years of living in L.A. (across the street from the Chateau Marmont) has also influenced her. "Everything works as well with flips-flops as it does with heels," insists Rockefeller, whose inheritance includes a love of art and beauty from her great-grandmother, Abby Aldrich Rockefeller (the co-founder of the Museum of Modern Art whose garden inspired the designer's first collection), and a philanthropic bent and business acumen from her great-great-grandfather, John D. Rockefeller Sr. "He built Rockefeller Center during the Depression to give people jobs," she says, "and my clothes are manufactured in the U.S. for the same reason." arianarockefeller.com
—Abigail Stone

PHOTOGRAPH BY
CHRISTOPHER WOOD

CLASSICALLY COOL

Ariana Rockefeller dons the Audrey trench (\$800) and the linen mini skirt (\$300) from her fall/winter 2013 collection.