

DIANE VON FURSTENBERG



OK: Who's your absolute favorite designer?

Michael Kors, Calvin Klein, "this is like asking which child is my favorite!" Old Navy, Gucci, Madewell, Ralph Lauren, Victoria Beckham, Coach, Theory, "anything Jennifer Aniston wears," Stella McCartney, DKNY, Marc Jacobs, Levi's, Burberry, Jennifer Lopez, Banana Republic, Chanel, "anything from Anthropologie," Rag & Bone, Alice + Olivia, Rick Owens, Dior, Elizabeth and James, Diane von Furstenberg, "Dries Van Noten—so flattering!" Louis Vuitton, Gap, Tory Burch, BB Dakota, Topshop, "Does Patagonia count?" J.Crew, Chloé, Alexander McQueen, Rebecca Minkoff, Dolce & Gabbana, "I don't pay attention to designer names and couldn't name one on penalty of death," Alexander Wang, Band of Outsiders, Rebecca Taylor, Phillip Lim, Carven, ASOS, Prada

You're not rushing out to try every new trend

Which of these fads would you refuse to wear?

- Jeggings 63%
- A jumpsuit 76%
- Platforms 68%
- Peep-toe boots 73%
- High-waisted pants and bikini bottoms 56%

The perfect fit can be annoyingly hard to find

46% of you say at least half the clothes in your closet don't fit perfectly. (Only 5% say all your clothes do.)

What do you own that you've never worn?
 "I got this pair of Balenciaga boots that I love, but I don't want to break them in. I just don't have the patience!"
 —Whitney Port

Is there anything in your closet that you've bought and never, ever worn?

- Yep 83%
- Nope 17%

You have a fashion conscience (sometimes)

Would you or do you wear real fur?

- Yes 23%
- No 77%

When you're shopping, do you seek out sustainable clothing?

- Yes. I'm always looking for fair-labor, free-trade stuff 24%
- Not really. It's more like a happy accident if I find it 76%

And you'd never hide a bargain

Are you a discount discloser? (In other words, if you score an item on sale and someone compliments it, what do you say?)

- Thanks! 34%
- Thanks, I got it at _____ for only _____ bucks! 66%

Do you have special "fat day" clothes (anything larger or looser than most of your wardrobe)?

- Yes 71%
- No 29%



That coat looks great on you, Ms. Chinchilla.

What's the Most Iconic Fashion Moment of the Past 20 Years?

There's one thing men and women *do* agree on: Kate rules.

- 49%** of women said **Kate Middleton** in her Sarah Burton for Alexander McQueen wedding gown. **37% of men agreed.**
- 18%** of women said **Jennifer Lopez** in Versace's deep-V number at the 2000 Grammys. **31% of men agreed.**
- 16%** of women said **Michelle Obama** in Jason Wu's chiffon inaugural gown in 2009. **14% of men agreed.**
- 12%** of women said **Lady Gaga** in a dress made out of meat at the 2010 VMAs. **12% of men agreed.**
- 5%** of women said **Björk** in Marjan Pejoski's swan dress at the 2001 Academy Awards. **6% of men agreed.**

Men ranked this J.Lo look higher than women did. Gee, who'd a thunk?

MODEL: MARK LEBOWITZ; PORT: MICHAEL STEWART/WIREIMAGE; CHINCHILLA: CAROLYN A. MCKEONE/PHOTO RESEARCHERS/GETTY IMAGES; ICONIC FASHION: FROM LEFT: SCOTT GRIES/GETTY IMAGES; CARL DE SOUZA/GETTY IMAGES; MARK WILSON/GETTY IMAGES; JON KOPALOFF/ILLUMAGIC; STEVE GRANITZ/WIREIMAGE. THE DATA FOR THIS SURVEY WAS COLLECTED ONLINE FROM 1,405 WOMEN AGES 18 TO 40 ON JULY 7 AND 8 USING SURVEYMONKEY AUDIENCE