

The Fashionista ... Gretta Monahan

She's the self-proclaimed "luckiest girl on the planet" — Gretta Monahan is reaching new heights with the fashion and beauty empire she started from scratch. As the charming and delightful co-host on *Tim Gunn's Guide to Style*, Monahan keeps it real, offering practical and user-friendly advice to each and every makeover candidate that appears on the show. And it's not her only on-air gig. During the day, Monahan is a style expert for the *Rachael Ray* show. Daytime with Rachael, primetime with Tim? Something tells us, Monahan's good fortune is about more than just luck.

—Rachel Bowie

What do you love about New York?

I love the pace. I really like that it's a 24-hour city. I like that it is such a melting pot. I like that there's such diversity in every little borough. You can have such an authentic Chinatown experience and a Nolita experience and a Meatpacking experience and a Madison Avenue experience. You get a global feel, all just a cab ride away, be it with food or fashion or culture. I love the feeling of being overwhelmed here and always feeling like a sponge — like I can't keep up with the learning.

What is your favorite only-in-New York moment?

Being invited by Tim Gunn to go to the *Project Runway* show at the tents. I go to Fashion Week every single season to buy for my boutiques in Boston, but I can tell you that there is nothing like the energy at the *Project Runway* show. Nothing. It was the single highlight of my week.

When do you feel most like a New Yorker?

I will never get over how much they deliver in this city, 24 hours a day. They deliver groceries — I think that's fantastic. Also, the fact that I never park a car, I'm always in a taxi. Taxis are such a staple here, more than in any other city.

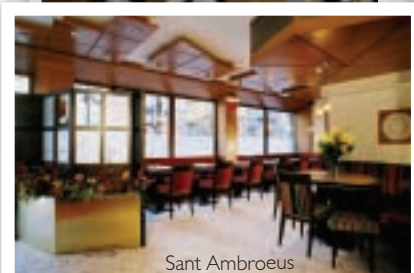
Where do you see the city in five years?

I love what's happening here in Brooklyn and the outer boroughs. I think that the island is going to continue to grow beyond itself and all of those secondary markets outside of Manhattan are going to be really amazing places to live. It's going to give more opportunity to people who have always dreamed of coming here. We're seeing amazing talent in food and fashion and boutiques in Brooklyn and Park Slope and Queens and all of that is really going to add a lot of beautiful fringe to the New York area.

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Jeffrey



Sant Ambroeus



The New Museum on the Bowery
Credit: Design + Visualization: Sejima + Nishizawa / SANAA
Site Photography: Christopher Dawson

Gretta's Picks

Neighborhood My neighborhood — the West Village. It's such a low-profile part of the city. There's an intimate feeling there so you get the best of being in the big city, but in this small, homey neighborhood. I also happen to be dog-crazy and there are so many dogs there.

Hidden Gem Sant Ambroeus on the corner of Perry and West 4th. It's my favorite for breakfast, lunch and dinner. Also, a treat for me is going to Ballatos. The chef there is tremendous.

Most Fashionable Block The Bowery. I love it — it has its very own style statement. It's unexpected. In the Bowery, you don't really know what you're going to get. It's more experimental and advanced, but fashion isn't about how much money you spent, it's about the artist putting it together.

Best One-Stop Shopping Jeffrey. They do an amazing job. I think Jeffrey is a gifted, talented buyer.

Best Boutique I love New York Vintage. Also, a design duo I'm in love with is called Secrets of Charm. It's a sister duo — Sharon and Estee Elkayam — and they make pretty little dresses with vintage details.