

VOGUE

SEPT

722

pages of
**FABULOUS
FALL
FASHION**

**morning
star**
KATIE COURIC
ON TODAY &
TOMORROW

**Linda
Evangelista's
Stunning
Return**

**THE SEX
MEMOIR
PARIS CAN'T
PUT DOWN**

bridal chic
VERA WANG'S
BOOK OF
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What did Katie Couric do to become the most sought-after woman in the news media? What is the power of perkiness? Sally Singer discusses yesterday, *Today*, and tomorrow with America's favorite anchor.

Couric's growing confidence has enabled her to ditch the classic anchorwoman look: helmet-haired, big suited, desperate-to-be-taken-seriously-in-the-heartland. The transformation began more than two years

ago, when she employed a trainer named High Voltage to put her through four grueling workouts a week, and when she sought the advice of fashion stylists like Montgomery Frazier. Frazier persuaded her to lose the bridge lines and chunky, frumpy shoes. Into the bin went the pseudo-Chanel suits; into the wardrobe came Burberry's check pencil skirt with matching pump, leather ensembles by Tommy Hilfiger, print dresses from Nicole Miller, spectator looks from Ralph Lauren, and high-heeled mules by Celine. For the record, Couric is not allowed to accept free clothes. Also for the record, she was raised by her mother "never to pay retail" and is thrilled to shop at Saks Fifth Avenue on employee-discount day with a friend who works there.

Her hair, colored by Kathy and cut by Laura, both of Louis Licari, has grown longer and blonder. "Katie is much more glamorous these days," says Walters. "She looks wonderful."

Couric observes that in her job, being gorgeous can be a liability: Deborah Norville, her predecessor on *Today*, may have suffered from being "just too beautiful—viewers said that they felt they had to dress up to watch Deborah." Couric has evolved her look into something just shy of sexy—something that's true to her core appeal and that's true to her status as a superstar, widow, and single mother of two. She laughingly admits to being in the throes of "a bit of a midlife cri-

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**DISARMING &
DANGEROUS**

At age 44, Couric has never looked better (lesson: Grow hair, hire trainer) or been more on top of her game. Boatneck sweater, Nicole Farhi. Hair, Serge Normant; makeup, Dick Page for Jed Root. Details, stores, see In This Issue.

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