

"I said, 'Norman, what are you doing?' He said, 'Don't you know? EVERY DAY IS A COSTUME PARTY.'"

—Style Council member Norah Stone, on the ways in which her husband's aesthetic has inspired her own (p. 122).



122
Style Council 2008

LOOKING FOR FASHION CUES? THESE ARE THE NINE SAN FRANCISCO RESIDENTS YOU NEED TO WATCH—ALLOW US TO INTRODUCE YOU. PHOTOGRAPHY BY ALEX FARNUM

130
Locals Run

FASHION BY SF'S BEST INDIE DESIGNERS, SHOT AT THE STANFORD LINEAR ACCELERATOR CENTER. THE RESULT: COLD FUSION. PHOTOGRAPHY BY BEAU ROULETTE

138
Fashion News

BESPOKE DENIM, TORY BURCH'S FALL COLLECTION AND THE HOTTEST FASHION SHOW OF THE YEAR—THE YVES SAINT LAURENT EXHIBITION AT THE DE YOUNG. EDITED BY NERISSA PACIO

140
Saved by the Bell

FALL DENIM AND VINTAGE FOR STUDENTS OF ALL AGES PUTS US IN A BACK-TO-SCHOOL STATE OF MIND. TIME TO CRACK THE BOOKS. PHOTOGRAPHY BY BEN SHAUL

THE STYLE COUNCIL



This year, we didn't have to look far to find SF's most captivating stylemakers—they are the people of our neighborhoods, from the designer to the restaurateur to the philanthropic couple-about-town.

Photography by Alex Farnum

PHOTOGRAPHY ASSISTANCE: DAN BAKER
EDITED BY: NERISSA PACIO

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(THIS PAGE) ON NORMAN: MARTIN MARGIELA WOOL-BLEND JACKET. MARTIN MARGIELA COTTON DRESS SHIRT. VERSACE WOOL-BLEND PANT. PRADA SILVER LEATHER BELT. ON NORAH: VINTAGE BALMAIN SILK-BLEND METALLIC GOWN. HATMAKER CUSTOM FEATHER HEADPIECE. VINTAGE CHANEL ENAMEL-AND-CRYSTAL EARRINGS. (OPPOSITE PAGE) ON NORMAN: VERSACE RUFFLE-AND-LACE SHIRT. VERSACE SILK-BLEND VEST. ALEXANDER MCQUEEN POLYBLEND STRIPED PANT. BRUNO MAGLI BLACK-LEATHER-AND-SILVER METALLIC BOOT. ON NORAH: ADAM JONES FUR-AND-LACE SHORT-SLEEVE TOP. MARTIN MARGIELA WHITE LEATHER PANT. SCHREINER CRYSTAL CHANDELIER EARRINGS. TIFFANY & CO. DIAMOND BRACELET. MARTIN MARGIELA RHINESTONE EMBELLISHED SANDAL. RING, MODEL'S OWN. STYLING: MICAH BISHOP/ARTISTUNTIED.COM. HAIR+MAKEUP: RENEE RAE/ARTISTUNTIED.COM. SHOT ON LOCATION IN THE STONE RESIDENCE IN PACIFIC HEIGHTS.



THE RISK-TAKERS

Norman and Norah Stone don't do basic. In fact, the mundane rarely exists in the lives of this philanthropic couple, renowned for their contemporary-art collection, costume parties and eccentric wardrobes, which occupy multiple closets in their Pac Heights mansion. Norman works part-time as a psychologist at the Bayview Hunters Point Foundation for Community Improvement Mental Health Center and serves as president of his family's foundation. Norah, a former attorney and registered nurse, chairs the SFMOMA's Director's Circle while helping Norman make a little wine on the side. ("just a hobby," they say). Don't be surprised if you see a few heads turn when Norman steps out on the town in his favorite Prada crocodile jacket and signature silver metallic loafers, or when Norah wears an armful of vintage Bakelite bangles and a custom macaw-feather hair ornament. For this exuberant duo, there's only one rule when it comes to fashion: "Break the rules!" Norah says. "If you don't, it gets way too predictable."
—Nerissa Pacio

Norah, what have you learned about fashion from Norman?

He's my inspiration. I had to wear a uniform for years—first as a nurse, then when I practiced law. I used to watch Norman getting dressed, and he always took such care. Finally I said, "Norman, what are you doing?" He said, "Don't you know? Every day is a costume party!"

Favorite clothing item?

Norah: It's a shawl-like piece I bought at the As Four studio in New York. I'm still not quite sure how to wear it or what to wear it with. It looks like something you'd hang on a wall, but you're actually supposed to put it around your shoulders.

Norman: A black vintage lace Versace T-shirt. I spend a lot of time staying in shape, and it's fun at my age to wear it.

What's the craziest thing you've worn to one of your costume parties?

Norman: Norah was dressed as a man, and I was dressed as a woman at our cross-dressing party. We also had a white or transparent party, and I wore a pair of white jeans and a vest made out of Bubble Wrap. The women kept coming up to me and popping the bubbles.

Fashion icons?

Norah: Dodie Rosecrans. She really expresses that you can wear anything at any age and still look great.

Norman: Gianni Versace never had a bad year. He knew how to make a man look sexy.