

Fabulosity- Kelly Cutrone: The Lady in Black

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Most know Kelly Cutrone as the “fashion-PR-vampire-like” character on MTV’s The Hills and The City. Known for her decisive work ethics and habit of mutilating interns, Kelly is a legend in the fashion community.



She began her company People’s Revolution in 1996; It has since grown into one of the largest PR firms in the world. People’s Revolution brands emerging designers and works with established designers like Chado Ralph Rucci. People’s Revolution is also responsible for producing client shows during New York fashion week. Under all that black Maison Martin Margiela badass attitude is a hardworking mother with pure motives. Many thoughts come to mind when thinking about Kelly: intense, spiritual and real. What you see is what you get.

I have never been so excited for a book to be published than I have been for If You Have To Cry, Go Outside: And Other Things Your Mother Never Told You. Kelly tells tales of the dog-eat-dog fashion business as well as offers real advice for “young women and gay boys” like how to create a personal brand and how sometimes you have to fake it to make it. When I met Cutrone while in New York, I instantly knew that she deserved her own TV show. Now the public has the grand pleasure of seeing the real (and sometimes unpolished) world of fashion PR, Bravo’s Kell On Earth. This is not a show about lunching ladies or prancing blondes. Kell on Earth will show this powerhouse juggle her successful business while remaining a proud single mother.

When did the idea of a book begin? Was it after millions of blonde reality TV-stricken self-proclaimed “fashionistas” began emailing you about a future in fashion PR?

As I was going through my professional climb I had this self-awareness; It was like watching a movie! I thought to myself “This is like a book!”. I am not as smart as people think I am- I never set out to have a TV show- I was just asked to be on one. To some it may seem like I don’t do anything, but what I do is my best and opportunities have come from that. I received a phone call from a young woman who sent the idea of the book up the totem pole at Harper One. I find it hilarious that the “Spiritual and Empowerment” division picked up the book! This is a book for the young girls and the gay boys and is about being in your own truth.

What is the most shocking thing we will find in the novel?

It depends on who you are! Its pretty racy. If you find me calling out Donald Trump controversial, it is.

In the show we are introduced to the goth Birkin-wielding Andrew, your assistant. Tell us about him.

Andrew came in, and he looks like my boyfriend from high school. When he first came into the office, I knew I had to work with him. He is like my long-lost son. We are both Scorpios. On our first meeting, I yelled at him from across the office asking if he would be my assistant. I was already suspended from hiring off my intuition.

Talk to me about the company you started with Jason Weinberg.

I was working for Susan Blond, and Jason was my intern there. Later, after being PR director for Spin, I started my own company and asked Jason to come on board as my partner. There were really no boutique PR companies at that time. We started this company, and then I left in 1991. It has since become Untitled, which is now the largest management company in the world. At the time we represented Eartha Kitt and Frank Sinatra.

You have a decisive and bold work ethic, was this self-taught or did you have a previous role model?

My dad was my role model. He worked very hard for not very much money. He had a lot of integrity and always did his best. That is what I saw. My mom was this stay-at-home mom who gave us Hi-C and stayed with us all day. Needless to say, I am deeply conflicted. You will see on the show, one minute I am screaming at someone in the office and using the F-word 17 times and the next minute I will be at home making dinner for Ava and myself.

You once mentioned your love of cooking and a type of “psychic culinary” process. What does that entail?

We changed the name of Psychic Kitchen to Punk Rock Kitchen, which is a secret fantasy cooking show that we do here at People’s Revolution when no one is watching. No one ever taught me how to cook- I grew up in a house where my mom did all of the cooking. As I got older I started associating cooking with normalcy and feeling grounded and feminine. So much during my day is spent in harsh measures and rhythms-which in a sexist world has been associated with male behaviors-which is really actually feminine but just pre Christian. I just started wanting to cook, and being a mom brought on the urge.

You are known for your dinner parties!

Yes, I have become will-known as great chef in my community. I think there is something to be said for a four hour dinner party. I enjoy it! And it brings good energy to my home.

Besides psychic cooking, intern mutilation and ice skating, what are your other interests?

I am really not that interesting. I do Iyengar Yoga where I hang upside-down on ropes. Diane Von Furstenberg and I have the same teacher. Yeah, I really don’t do anything besides work. I hang out with Ava at my country house during the weekends if I can.