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My New York: Ivanka Trump

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Photo courtesy of Trump

ALLISON KAPLAN, JUNE 2013

She spearheaded the purchase of Miami's famed Doral Golf Resort & Spa for a steal and embarked on a \$200 million renovation just a couple of weeks after giving birth to a baby girl. If it is possible to have it all, [Ivanka Trump](#) is proof positive—in patent leather stilettoes that bear her name. Donald Trump's 31-year-old daughter is fast emerging as the new face of the Trump organization: calmer, kinder and with much better hair. The Wharton-educated former model has earned her seat in the boardroom by overseeing the Doral project as well as the transformation of Washington, D.C.'s Old Post Office Pavilion into a luxury hotel. Meanwhile, her Ivanka Trump Collection is expanding beyond fashion and accessories to home goods. She has a lifestyle boutique in Soho and a presence in department stores across the country. She and husband Jared Kushner, a real estate developer and owner of the New York Observer, are expecting a second child later this year, but Trump has no intention of slowing down.

How has being a mom changed New York City for you?

I'm revisiting many experiences of my youth—spending more time at the [American Museum of Natural History](#). The [Children's Museum of Manhattan](#) is phenomenal. I always spent time in [Central Park](#), but now I'm visiting the swing set, the zoo. Of course, I have a personal affinity for the [Central Park Carousel](#) and [skating rink](#) [both operated by Trump].

What's your favorite building in Manhattan?

The [Trump World Tower](#) was home growing up and it's where my office is. The [Flatiron Building](#), of course. And the [Trump Building at 40 Wall Street](#) is one of the most iconic. It was briefly the tallest building in the world.

Favorite restaurant?

For special occasions, [Jean-Georges](#) at the Trump Hotel. [Lucali](#) in Brooklyn has amazing pizza. I also really like [Antica Pesa](#) in Brooklyn.

You're overseeing construction, making deals, appearing on Celebrity Apprentice and putting 22-month-old Arabella to bed most nights. When do you work on the Ivanka Trump Collection?

Often at 3 a.m. I'm incredibly involved—all of this has to be a continuation and extension of the Trump organization. Execution is everything.

Your products are sold alongside Jessica Simpson, another celebrity-driven brand. Is she your competition?

I view our products as different. My customer is a strong, feminine professional—whether she works in the home or a



corporate context, she's an empowered modern woman.

So what shoes would you suggest a modern woman wear while running around NYC?

Our Annulio flat is great for travel—it's super chic. The Indico is a very elegant, pointy toe with a mid heel. But I must admit, I do love my stilettos.

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