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THE FRESH FACE OF **POWER**

Keeping it real with Ivanka, Trump's latest super-star powerhouse

STORY BY LISA ARCELLA // PHOTOGRAPHY BY DANIELA STALLINGER

power

If it's true that BlackBerrys have long ago turned into CrackBerrys for most business types, **Ivanka Trump** needs to get to rehab stat. Spend five minutes with her, and it's clear she has an addiction problem. Her simply manicured fingers are adorned only with an understated diamond band, and they never stop typing and scrolling. Instead of relaxing while a makeup artist and hairdresser buzz around her head prepping her for her ITEM cover shoot in New York City, Ivanka sees it as a clear opportunity to keep on working. Even with her portable office in hand, she's itching to get back to her Upper East Side office to work for the rest of the evening.

After all, evening in Manhattan is the middle of a normal workday in at least one of the countries she's working a deal in.

Yes, almost everyone knows by now that **Donald's** oldest daughter is a successful vice president at the Trump Organizations, surpassing the general public's expectations that the real estate mogul's pretty little girl would grow up to become a professional heiress/model. In fact, Ivanka has done more than simply "get a job"; the winsome beauty manages, at present, thirty-three projects around the world. (There's a 68-story tower in Dubai, a 92-story residential condominium complex in Chicago, a 44-story residential property in New York, a hotel in Ft. Lauderdale and two condominium complexes in downtown Atlanta... And that's just the start of the list.)

But while Ivanka is insistent on forging a path for herself in the business world, it doesn't mean that she is quite ready to conform to industry standards.

realized that wasn't happening; I realized that my father for his whole life hasn't been a traditional businessman, and that's part of what resonates with people."

Just as one would not suspect the offspring of such wealth to work as hard as Ivanka does (yet, both Ivanka's older brother, **Donald Jr.**, and younger brother, **Eric**, have had success at the family's company), neither would one suspect many of the dualities existent in this power player's life.

Given an option, her favorite meal would be either chowing down on fried mozzarella sticks at a non-descript diner or delicately munching on caviar and celebrity spotting at the Polo Lounge. On one hand, she is dead serious about her role as a budding business mogul, living up to the Trump name; on the other, she is a typical (ok, she may be the only one who would use that word to describe herself) twenty-something, interested in dating, guys and going out to have a good time.

Furthermore, Ivanka realizes that a life of privilege must be earned as well as enjoyed.

"There's this incredible sense of entitlement out there," she says. "But my brothers and I have never been allowed to have that. My parents have always made it clear that anything they have we have access to, and anything we want independently we have to work for. So, when I take my father's plane, I call it 'my father's plane.' I don't call it mine, and when he's not with me, I fly commercial like everyone else."

Ivanka finds herself exploring the social side of her split personality more when she's in L.A., either shooting episodes of *The Apprentice*

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IVANKA TRUMP

"I'm a 25 year old blonde female who looks a certain way in an industry that's normally dominated by German bankers or middle-aged construction workers," she says.

As if to prove her point, while she chats, her mile-long legs are perched up on a stool, red-painted toes wiggling.

"Initially," she continues, "I tried to assimilate to what I deemed was the appropriate look. After a few visits to our construction sites, I

or using it as a home base to travel back and forth to Las Vegas, where she is overseeing a 1,283-room hotel and condominium complex that's due to open next year.

"I totally love L.A.," she says. "I like all the great restaurants like The Ivy Spago, and there are cool ones that are mellow that I like. We also have an incredible golf course out there, and I love to golf."

If Ivanka is unwilling to do business as a traditionalist, neither is she willing to socialize like one either. Her personal life has reportedly



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JEWELRY: Ivanka Trump diamond bracelets, Ivanka Trump diamond earrings, Ivanka Trump diamond ring

included dates with musician **Diego Garcia**, **Lance Armstrong** and *That 70s Show's* **Topher Grace**. And despite the obvious intimidation of having to get the thumbs up as a potential suitor from dad, Ivanka finds herself with a full dance card.

"I have had so much fun the past year going out and dating and flirting," she says. "You actually learn a lot from dating."

And yet, when it comes to matters of the heart, Ivanka admits that even she can get carried away.

"I can have these foolish, romantic notions of love," she says.

Ultimately, she doesn't see her life without a marriage and babies, but losers, freeloaders and pretty boys need not apply. Predictably, many of the men she dates are older or established, or a brainiac. ("I have a feeling I am going to marry some bald geek scientist," she admits).

Until she does decide to settle down, Ivanka has a healthy support system of friends, family, and business associates — some who've been there for her since she was a little girl.

"I've known Ivanka since she was 7 years old," says publicity maven **Catherine Saxton**. "She is a unique force, someone who learned at an early age to hold her own against competing brothers, world-famous parents and national headlines. She is always grace, charm and elegance in that simple **Audrey Hepburn** way."

Indeed, the 5'10 former model spent a few years in front of the camera, including a *Seventeen* magazine cover.

"There was never any question about going into the business," she says of her father's real estate powerhouse. "I always knew."

To prepare, Ivanka majored in finance and real estate at the Wharton School of Finance at the University of Pennsylvania, and graduated magna cum laude.

"I always knew Ivanka would grow into a powerful young woman," says her socialite/businesswoman mother, **Ivana**. "She always played to win."

**"IVANKA HAS ALREADY PROVEN HERSELF TO BE A
POWERFUL FORCE, AND I PREDICT
SHE WILL BE INDOMITABLE."
DONALD J. TRUMP**

And if jet-setting were a game, Ivanka would certainly be a winner. A typical week is a whirlwind of non-stop motion that would give most people a month of jet lag. Not long ago, she arrived in Macau on a Saturday for business meetings. Sunday was on to Hong Kong. Monday, Bangkok; Tuesday, Shanghai. On Wednesday, she flew to L.A. Friday, she landed in Utah, and by Friday night she was winging her way back home to Manhattan.

It's not surprising, then, that when she finally got back to her Park Avenue apartment (that she reportedly spent \$1.5 million for), she barely wanted to get out of her pajamas.

"I think I read the paper six times in bed because it felt like such a luxury," she says.

Ivanka is also partial to historical fiction and particularly loves reading **Milan Kundera** and **Gabriel Garcia Marquez** to help her relax. But the ultimate indulgence, one that she says she rarely has time for, is getting a massage.

Still, with another season of *The Apprentice* under discussion (a way to build brand equity, claims the mini-mogul) and a hefty workload, there's little time to rest. And what if Hollywood were to come knocking at her door?

"I have zero interest in becoming an actress," she says. "But I would definitely do a fun cosmetics campaign or a funny cameo in a movie because, why not? It would be an opportunity to do something for the amusement of it."

The one thing she's not going to do is compromise herself to fit someone else's image of who she should be, particularly those who believe she's been handed everything not only a silver platter, but on one inscribed at Tiffany's. But if some want to think she's some sort of spoiled brat, that's ok, because she knows otherwise. □

Power Bar

ITEM: How do you define power?

Ivanka: The respect of those around you, especially in one's given field. I also think it's an aura, a confidence; I have never known a meek powerful person or an insecure powerful person. There are insecurities that powerful people have, of course, but they are normally separate and detached from the core of what they do.

ITEM: Do you seek validation from your father?

Ivanka: It would be silly of me not to seek it. He is my boss and my father. If I didn't seek his approval working for the Trump Organization, I wouldn't exactly be doing my job.

ITEM: How do you think your generation will handle power differently than generations before you?

Ivanka: I think as a female there are many more opportunities than even the generation before me. I think it's a very good time to be a woman in America right now, but there are many places in the world that are far behind us.

ITEM: How much do you think your family name lends to your own power?

Ivanka: I would be silly and naïve to say it doesn't help. Of course it does, and I am too self-aware to think otherwise.