

# The Nerve!

## What makes these two think they can design clothes?

By LIBBY CALLAWAY and MAXINE SHEN

**P**RINCE Charles is coming out with a line of country clothes — and actor John Malkovich is designing men's suits.

Welcome to the future of fashion, when the least likely celebrities serve as designers.

When golfers are wearing Clint Eastwood's pants

and women are donning Carlos Santana sandals, can Anthony Hopkins' baby clothes be far off?

"Celebrities have these deranged feelings of omnipotence," says Simon Doonan, creative director of Barneys New York.

"They think they can do anything."

"And it's our own fault. We brought this on ourselves because we blow so much smoke up the skirts of colobes. I'm sure some will become eye surgeons soon."

British farmers are celebrating news of the prince's new line of men's "country casual" clothing with British wool that usually goes to waste — in part to help revive the U.K.'s stricken rural economy.

But New York's picky fashion flock is having a field day.

"We predict lots of Prince of Wales check and something nice with a hood for Camilla," quips Horatio Silva, who with Ben Widdicombe writes the online gossip column *Chic Happens* for *Hintmag.com*.

Reps for the London-based Duchy Originals — the eco-friendly company created by Charles — say the tweedy clothing line is in the very

preliminary stages.

Charles and Malkovich — quite the spiffy dressers themselves — are hardly alone in lending their famous names to a clothing line.

Aside from J.Lo and P. Diddy, let's not forget Delta Burke, Kathy Ireland, Stephanie Seymour and so many others.

But some say the craze is getting out of hand.

"Basically, if you're famous enough that people want to dress like you, you can have your own line," says celebrity stylist Danna Weiss.

"But coming from a stylist's

point of view, I know that they don't design their things."

"There are people behind the people. Celebrities hire people to choose their wear, and they have their own clothes made."

Reps from say he'll be

has even materi

His frien

co-

and Jeremy Irons.

Whether the quirky star's fans will

rush out to stores is another matter.

David Wolf, creative director of the

the Doneger Group — a fashion-

marketing firm — says Malkovich could

succeed by working a "cool, intellectual

look" while the prince's style is more

Ralph Lauren.

"I think the reason this is happening is

that we're desperately seeking fashion role

models other than Spears and P. Diddy,"

Wolf says.

But not everyone thinks movie stars

and royals are the answer.

"We already have an enormous pool of

people without a huge amount of talent

in fashion, so it's not helping to have

these arriviste designers inserting

themselves into a talent-free zone,"

says Doonan.

He calls Malkovich a "snappy kind

of guy," but adds, "In my heart of

hearts, I think he's underestimating

what it takes to launch a successful

clothing line."

**"Celebrities have these deranged feelings of omnipotence"**

— Simon Doonan, creative director of Barneys New York



John Malkovich and Prince Charles have announced plans to design men's clothing lines.