

Editorial Design Tips

Design for your audience

let's
play

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BACK



DUCK!



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Games Special
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20
POINTS

EAT SOME
JELLY



HOT
SPOT



MISS
A
TURN



MAKE
SOMEBODY
LAUGH



ROLL
AGAIN

AL

Content is king

Make things bigger

the M.V.P.

She's an international runway star and an all-American high school student. So how does **Karlie Kloss juggle her surreal double life? Jane Keltner reports. Photographed by Patrick Demarchelier.**

TWO WORLDS COLLIDE

It's the first day of New York Fashion Week, and Karlie Kloss is lying on a blanket of snow in the middle of Central Park. "Watch out for the yellow parts!" she cautions her friend Brittney. "Oh, Karlie, we're going to be soaking," Brittney shrieks, fanning her arms and legs in the snow. Both erupt into laughter.

Just an hour earlier, over lunch at a neighborhood restaurant in Tribeca, a few blocks from where Karlie has an apartment (though she still calls St. Louis home), I had offered some ideas of what we might do this afternoon. The seventeen-year-old supermodel doesn't walk her first show until tomorrow, and she's taking advantage of the rare day off to hang out with her high school buddy. This is Brittney's first time visiting Karlie in New York and catching a glimpse of her friend's "other life." I had suggested pedicures or shopping, thinking a little pampering would come as a welcome treat. "I kind of"—Karlie hesitated, not wanting to hurt my feelings—"would you want to go to Central Park and make snow angels with us instead?"

SUPERNOVA

It's impossible to open up a magazine these days and not see Karlie Kloss's face in it. Smoldering as a modern-

day Lauren Bacall in the Dior ads. The picture of undone cool in the Marc Jacobs Lola fragrance campaign. Her unique ability to morph into different characters has made her one of the most in-demand models in the industry. "She's a chameleon," says Dior designer John Galliano. "She becomes this other creature in front of the lens. She thinks about her role, her pose, her part. She's able to step in front of [photographer] Steven Meisel and all of us and be totally in control and self-assured, delivering pose after perfect pose."

Standing six feet tall with the natural grace of a dancer (she studied ballet for six years before she started modeling), Karlie is a photographer's and designer's dream. She leaps across the page in pictures (quite literally!), and her commanding, gazelle-like walk has made her runway royalty. "She's my lucky closer," says Jason Wu, who has assigned her the coveted finale spot at his show for the past four seasons straight. "She has such presence. You see so many girls who are ➤

WINNING SPIRIT

Karlie wears an Alexander Wang dress, and socks, \$55. Diesel Black Gold bracelets. Details, see in This Issue.

FASHION EDITOR:
JILLIAN DAVISON.

EVERYBODY SEXTS

What love (and sex) really looks
like in the 21st century.

By Jenna Wortham

Illustrations by Wesley Allsbrook, Trenton Duerksen, Lisa Hanawalt, Melody Newcomb, Pat Perry, Jonny Ruzzo, Sam Vanallemeersch, and Roxie Vizcarra

I sent my very first sext at the age of 15. Maybe I was 13. I was up late, talking to strangers in an AOL chatroom, when someone asked me to upload my photo. I can remember hesitating for a few moments, then obliging, my heart galloping along. I arranged myself on the thick carpet in my bedroom, took a photo with my Web cam, and sent it. Why? Why not? I was clothed, but it was definitely meant to be provocative, flirtatious. I couldn't fathom any

Don't be afraid of white space

BLOW US AWAY

discovery of the *hsp70* gene.

[illegible]

Think cross-platform



Don't be afraid of interaction



Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH