



Rodeo Drive - The Podcast presents

The Way She Wore It: Carolyn Besette Kennedy and a Life in Fashion



Left: Book cover for *CBK: Carolyn Besette Kennedy: A Life in Fashion*, courtesy ABRAMS; right: page 184, photo by Instar

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(Beverly Hills, CA, November 8, 2023) – The Rodeo Drive Committee announced today the launch of ***The Way She Wore It: Carolyn Besette Kennedy and a Life in Fashion***, the latest episode in season 4 of Rodeo Drive - The Podcast.

Carolyn Besette Kennedy was the beautiful fashion PR who married the most eligible bachelor in America, John Kennedy Jr. The couple, and Carolyn's sister Lauren, tragically lost their lives when a plane flown by Kennedy crashed into the ocean in 1999.

But Besette Kennedy had an outsize influence on style and fashion in the 1990s that endures today, and her legacy has been celebrated in a new book, [CBK: Carolyn Besette Kennedy: A Life in Fashion](#), by the British author and fashion creative director Sunita Kumar Nair, with a foreword by Gabriela Hearst, and preface by Edward Enninful, OBE.

On this episode, Kumar Nair talks with Lyn Winter about her carefully curated and sumptuously illustrated book, which tracks Bessette Kennedy's fairytale rise, starting with a job at a Calvin Klein store in a mall where she was, "plucked by a corporate executive at Calvin Klein, and offered the golden ticket – come to New York."

From there the willowy blonde with a knack for an ultra-chic and minimal "thrown together look," became a fashion muse herself, in an era when American fashion traded padded shoulders and power suits for the understated elegance and comfort of Klein, Donna Karan and Ralph Lauren.

Kumar Nair shares anecdotes about the celebrities – Kate Moss, Jennifer Aniston, Sharon Stone – and the great names in fashion and design who worked with Bessette Kennedy, and were inspired by her.

She says the photographer Mario Sorrenti "remembers a time when they were sitting on the floor, talking about what the goals were for the advertising," and corporate would want to know, "what does Carolyn think?"

She also talks about Bessette Kennedy's powerful sense of self, wearing what pleased her despite societal expectations and pursuit by the media. When she married into American royalty, she might have taken to "wearing perhaps Dior or Yves Saint Laurent," as well as the jewelry she inherited from her late mother-in-law Jackie Kennedy, also a fashion icon. "But instead she chose to wear Yohji Yamamoto and Ann Demeulemeester, and I think the only piece of jewelry (of Jackie Kennedy's) that she would wear often was Jackie's Cartier Tank."



CBK: Carolyn Bessette Kennedy: A Life in Fashion, page 27, photo by Carlo Cerchioli

Finally, Kumar Nair explains how Bessette Kennedy's allure endures today, in part because of *how* she approached life and clothes, with discretion and simplicity. "I think there is just this demand for her because there's a dignity in the way that she lived and I think it's inspiring for people who didn't grow up with her to pick up a book and discover her and her world."



Sunita Kumar Nair, photo by Alexandra Carr

Season 4 of *Rodeo Drive – The Podcast* is presented by the Rodeo Drive Committee with the support of The Hayman Family, Two Rodeo Drive, Beverly Wilshire, A Four Seasons Hotel, and the Beverly Hills Conference & Visitors Bureau.

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