

The High Line Hotel | Quest | September 2014 | Circulation/VPM: 65,000

\$5.00 SEPTEMBER 2014

QUEST

FALL
FASHION
ISSUE

AMANDA HEARST WITH FINN
IN OSCAR DE LA RENTA
AT THE HIGH LINE HOTEL



questmag.com

EDITOR'S LETTER

From far left: Finn strikes a pose; Amanda Hearst, in Ralph Lauren, takes a break from our shoot to check her phone; Carolina Herrera, featured in this issue.



THE INDUSTRY OF fashion is often dismissed as a cold, unfeeling place where aesthetics are the only currency of value and something like a conscience will only be a burden. While there is abundant evidence of that in every *Project Runway* episode, there is also plenty to prove that the best in the business know how to use fashion to reveal their own humanity. The Tin Man will be the first to tell you that his accessories line took off only after he got that heart.

This month's cover girl, Amanda Hearst, is one such humanitarian. Because of her last name and good looks, she has always attracted attention, but rather than use it to promote herself, she raises the conversation around her to a higher purpose: animal rights. On top of being a long-time advocate for the Humane Society of the United States, she started her own organization, Friends of Finn—Finn being this month's "cover dog."

Since its founding in 2010, Friends of Finn has raised hundreds of thousands of dollars to stop puppy mills. For those who don't know, puppy mills are commercial breeding facilities where females are bred continuously, puppies are taken from their mothers too early, and the dogs are often kept in squalid conditions. (Unfortunately, those cute little rascals you see frolicking in the front window of West Village pet shops often come from puppy mills.) Thanks to Friends of Finn, there has been increased awareness of these

mills, and Hearst herself has gone in and rescued dogs from these horrible conditions.

So while you flip through the gorgeous glossy pages of our cover shoot and see Finn's cute little face peering at you, consider becoming one of his friends. Donate to Friends of Finn. ♦

Lily Hoagland

Lily Hoagland



ON THE COVER:

Amanda Hearst—in an Oscar de la Renta dress; Harry Winston earrings, bracelets, and necklace; Van Cleef & Arpels ring; and Fabergé ring—with her dog, Finn, at the High Line Hotel for our cover story, "A Day of Fashion With Finn," photographed by Julie Skarratt.

Opposite page: Amanda Hearst
in one of the High Line Suites at
the High Line Hotel. Dress by
Dennis Basso with earrings, neck-
lace, cuffs, and ring by Verdura.

A DAY OF FASHION WITH FINN

PRODUCED AND STYLED BY DANIEL CAPPELLO AND ELIZABETH MEIGHER

PHOTOGRAPHED BY JULIE SKARRATT

FOR AMANDA HEARST, orange is the new black. No, the beautiful, blonde granddaughter of William Randolph Hearst is not headed off to prison, but she does don a required orange vest when participating in the recovery of sorrowfully inhumane, overpopulated puppy mills. After visiting animals that had been rescued from a Mississippi puppy mill in 2010, Hearst discovered that her adorable little pup, named Finnegan, had come from one of these contemptible mills. With the help of the Humane Society of the United States, Amanda founded Friends of Finn, an organization comprised of young leaders committed to stopping the barbaric treatment of dogs in puppy mills.

In 2012, Hearst enlisted in her second puppy mill rescue in North Carolina with the help of friend and fellow FOF committee member Georgina Bloomberg. Their efforts resulted in the freeing of 88 puppies and one pregnant cat. Bloomberg, an award-winning professional equestrian and long-time supporter of animal welfare, lives with five rescue dogs herself—Hugo, Mabel, Mona, Chopper, and Stella—and a rescue pig named Wilbur. She is also a member of the Equine Protection Council of the Humane Society of the United States.

This coming November, these two young animal-welfare activists will co-chair the Humane Society of the United States'

'To The Rescue! New York' benefit at Cipriani 42nd Street, which will raise support for the rescue, care, placement, and potential rehoming of thousands of animals in need due to disaster, cruelty, or neglect. On January 15 of next year, the HSUS will honor Amanda Hearst for her work with Friends of Finn at the annual "To The Rescue! From Cruelty to Kindness" benefit in Palm Beach. James Berwind and Therese Mersentes will co-chair the event, which will take place in the Circle Ballroom at The Breakers.

In these pages, Amanda, accompanied by her adopted Dachshund/Chihuahua mix, "Finn," was photographed for *Quest* in the latest fall fashions at the High Line Hotel in New York City. Carved out of the red-brick General Theological Seminary complex in Chelsea, the unique, collegiate gothic-style hotel boasts a mosaic-tiled lobby; soaring, stained-glass windows; and cloistered courtyards. The 60 plush rooms housed inside the landmarked structure are furnished with Victorian and Edwardian antiques and include clever details such as rewired 1920s dial telephones, period art, Tiffany-style lamps, and majestic Oriental carpets. When visiting, don't miss coffee in the courtyard served from the 1960s Citroën truck parked outside, or a glass of post-work bubbly on the leafy terrace of Champagne Charlie's. Given that the hotel is notably pet-friendly, you might even spot a friend of Finn's—or two. —E.M.





This page: Carolina Herrera dress, Stuart Weitzman heels, Harry Winston earrings and necklace, Verdura cuff, and Roberto Coin ring. Opposite page: Ralph Lauren Black Label sweater, Lela Rose skirt, Jimmy Choo heels, with necklace, bracelet, and rings all by Wempe.





Oscar de la Renta dress, Verdura earrings, Van Cleef & Arpels necklace, Wempe rings, and Jimmy Choo heels. All beauty styling: Jacob Schmidt for Serge Normant at John Frieda (hair); Cindy Rodriguez, NARS Lead Makeup Stylist (makeup). Fashion associate: Alex R. Travers.






*This page: Turtleneck, skirt,
and shoes by Ralph Lauren Col-
lection; earrings and bracelet
by Van Cleef & Arpels; yellow
diamond ring by Harry Winston;
diamond ring by Roberto
Coin. Opposite page: Dress by
Valentino with earrings and
ring by Fabergé.*







*Opposite page: Oscar de la Renta dress; Harry Winston earrings, necklace, and two bracelets; Van Cleef & Arpels diamond ring; Fabergé diamond, pink diamond, pink sapphire, tourmaline, and spinel ring; Manolo Blahnik heels; Edie Parker clutch.
This page: Salvatore Ferragamo sleeveless turtleneck; Nonoo skirt; Jimmy Choo shoes; Kara Ross earrings, ring, and large cuff; Seaman Schepps link bracelet.*