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FIRE AND ICE: Could **Sarah Mower** be the next journalist in fashion's penalty box? Time will tell, but relations between the fashion writer and designer **Alexander McQueen** are said to have become prickly after an altercation at his witch-themed show in Paris last week — and a heated telephone exchange after her review came out on Style.com. According to sources, Mower had trouble getting access to the backstage area, got caught in the rain outside Le Zenith concert hall and became agitated. Her review refers to the "inhospitable sports venue" for his "distracting, overwrought show....McQueen is too talented to get stuck in an outdated habit of presentation like this." The designer is said to have been displeased with Mower's review, but rang the critic primarily to chastise her for what he considered mistreatment of his staff, according to one source. Both McQueen and Mower declined comment. Turns out Mower, who also writes for Vogue, had been working on a feature about McQueen for a fall issue. That story is not moving forward, a Vogue spokesman confirmed. However, he said the decision was part of the "normal cycle" of magazine publishing and was not connected to any discord between the title and McQueen. In fact, Vogue editor in chief Anna Wintour has invited McQueen to be her guest at the upcoming Costume Institute gala at the Metropolitan Museum of Art, the spokesman added. — **Miles Socha**

SEEKING GUIDANCE: Now that The Wall Street Journal has gotten through a major redesign, its next project is beefing up its Web site to be a source of breaking financial news to compete with cnnmoney.com and YahooFinance. To help plot how to grow its online operations, the paper has hired consultant Booz Allen Hamilton to determine which employees can work on the site and how many additional ones to hire. The Journal plans to introduce more blogs, columnists and updated breaking news stories to online.wsj.com, though a definite timetable for when the enhancements would appear was not revealed. Booz Allen's assignment with the Journal started in mid-January and is scheduled to run through the end of March. — **Stephanie D. Smith**

DYE JOB: Why were Men's Journal publisher **Will Schenck**, associate publisher **Matt Mastrangelo** and ad director **Jeremy Levine** getting their hair dyed platinum blonde at Butterfly Studios on Wednesday? No, they weren't bringing sexy back; the three were fulfilling a promise to their sales team to lighten their dos if the team broke the record for the most ad pages in a single issue. The sales force sold 162 pages for the May issue, the title's annual Adventure edition. "Embarrassing the publisher was enough to get them motivated," said Schenck. And who looks the best as a blonde? "I think I look the best," he added. Good thing. The color's permanent, which means it has to be grown out or shaved off. —**S.D.S.**

OUT OF PRINT: Web 2.0 has claimed another print convert: **Susan Cernek**, previously Elle's fashion news editor, has been tapped by fashion portal Glam.com as fashion editor. And for the first time, the year-and-a-half-old site is sending its own correspondents, probably two or three people, to Paris and Milan for the collections. (The site covered the New York shows extensively, but relied on its partnerships with magazines like Marie Claire for blogs about the European shows.) Glam.com founder and chairman **Samir Arora** said the goal was to cover fashion in a more accessible manner, as well as to use the Internet's advantages.

Glam.com, said Cernek, "isn't hampered or limited by the same kinds of confines of magazine publishing, in terms of timing, layout, etc. There's room for growth." She is the first person to be called fashion editor, joining a small but growing staff with backgrounds in print and on the Web, with titles like beauty editor and merchandising editor. — **Irin Carmon**