



## LUBOV AZRIA

## ON SCHEDULE

The creative engine behind the many worlds of Max Azria, Lubov Azria is a master of time management. Here's how she does it **BY NORA ZELEVANSKY**

**E**verything I see, I want to change," says Lubov Azria, Creative Director of BCBGMaxAzria, Herve Leger, Max Azria and Max Azria Atelier. "That's how you know you're a designer." Actually, Lubov Azria is Central Casting's image of a California fashion mogul, possessing a ballerina's poise, a model's beauty and a mother's centered confidence. As Max Azria's wife and part owner of this billion-dollar, privately-owned company, she is also a "human band-aid," consumed with perfecting details.

Inside the Los Angeles company's block-long facility, Azria's office is papered with color cards and stocked with books for inspiration. And in an effort to stay in the moment, the designer waits until each morning to peek at her daily schedule. Walking a mile in Lubov Azria's BCBG shoes goes something like this:

**5:45 am – Rise and Shine** "I workout at 6 am with my instructor—fast walking and pilates."

**7 am – The Children's Hour** "I have three daughters. I like to give them hugs and talk, especially in the morning."

**7:45 am – Dress Up** "We have a saying, "If you can't wear it, don't make it." We design clothes that we love. I like other designers from time to time, and a lot of vintage."

**8:45 am – Drive Time** "The car is my touching base time with friends. I even do yoga breathing exercises."

**10:00 am – Picking Prints** "In the morning, we go over prints and colors."



**11:15 am – Marketing Approvals** "The marketing department comes in for approval on the catalog and images."

**Noon – Color Ways** "I meet with designers and I'll pull out colors I like. Then they have to make a story."

**1 pm – Lunch Time** "I'm not a hardcore vegan, but I'm definitely vegetarian. We have a driver who goes to Hugo's or M Café."

**2 pm – Merchandising/First Fitting** "I have models come in for the first fit with samples, and we check the proportions."

**3 pm – Drop Trou** "I drop my pants and become a fit model for all BCBG pants because I don't trust anyone else to do it."

**4 pm – Production Fitting** "For production fittings, I work with the measurements of an average customer. We look at balance, fabrics, proportions and the end use of it."

**6 pm – Max Meeting** "I take a project from A to Z, but it doesn't start without Max's okay. We have a rule: no business talk at home. Rules are obviously made to be broken."

**8 pm – Drive Home** "I'm at my most creative while driving."

**9 pm – Debrief** "My kids come down, and we have a heated conversation about what happened during the day."

**10:30 pm – Surf City** "Max watches TV while I go on YouTube. I love to stay in-tune with how technology is changing. That's my favorite part of the day, my 30 minutes of fun!"



Looks from the fall lines of Max Azria, above, and BCBG, left.