



AN *Inspiring* EXAMPLE

L'Officiel Austria had the privilege of engaging in an insightful conversation with *Kelly Rutherford*, where she candidly shared her acting experiences from the Upper East Side, her new start-up engagement, her unique relationship with fashion, and a glimpse into her upcoming projects.

Photography VIOLETTA KÖNIG
Producer ANNA ZNAMENSKY
Styling MIKE YORK / PERFECT PROPS ARTISTS
Make-up NICOLE PESSL
Hair HANNA STANTEJSKY
Fashion Assistant ROSWITHA KLADNIG

Jeans with rhinestones.
Jacket made of super soft, fluffy fabric,
both *H&M STUDIO A/W 2023*

Jewellery
"Funky Stars" earrings,
rings from the "BoHo" and "Lotus" collections,
necklaces from the "Lotus" and "Leaves"
collections, *OLE LYNGGAARD COPENHAGEN*



L'O: You are internationally recognised as a remarkable actress, hard-working entrepreneur, and loving mom. What would you like to add to your "personal description", that might be relatively unknown to the outside world?

Kelly Rutherford: Wow, so I would say apart from fashion, what is an indispensable part of my life and my involvement in this start-up called "Whyzzer" that has been pretty interesting lately – creative direction is another area that brings me immense fulfilment. The idea of guiding and shaping creative projects is fun and appealing. I envision myself taking on this role or exploring consulting opportunities in this field.

Another thing is also my deep love for nature, animals, and the natural world in general. As we move towards the Metaverse and witness the rapid advancements of technology, I reflect on the value of natural healing, quantum healing, sound frequencies, and our irreplaceable connection with animals and nature. It's a topic that fascinates me greatly. As AI becomes more prevalent, we must prioritise kindness towards animals and nature to ensure its responsible and ethical use. The more we recognise the significance and cherish these aspects, the better equipped we will be to navigate the technological landscape.

L'O: One of your most well-known acting roles is Lily van der Woodsen in "Gossip Girl", which became a cultural phenomenon and significantly impacted popular culture. What made "Gossip Girl" resonate with audiences so strongly?

KR: I think it combined a lot of different things. It combines family, fashion, and friendship and involves the family dynamic because, normally, there are shows about kids, right? Kids are all running around, doing whatever, but you don't get to see sort of the adults and what drama they go through and how imperfect they are. But "Gossip Girl" delved into the lives of adults, showcasing their struggles, imperfections, and the dramas they experience. This dynamic interplay created a fascinating and relatable narrative. It struck a chord with audiences of all ages, particularly resonating with mothers who found the characters highly relatable. So that is what made the show so exciting, I think. It was, all in all, very well-rounded.

L'O: By playing the character of Lily van der Woodsen, you brought a complex and multifaceted character to life many people could relate to while watching the series. Reflecting on your personality and values, do you see any significant similarities between yourself and Lily? And how do you think those similarities influenced your portrayal of her on-screen?

KR: Growing up, women like that surrounded me. Even my mother was like that: She had a deep passion for fashion, lived on her terms, and was married a few times. She was relatable to me as a mother figure and a friend, and I greatly respect her. The character of Lily van der Woodsen allowed me to express myself and showcase the things I love, the aspects of my own life that I can truly relate to and enjoy. I love being a mother. I love fashion. I love the city. I also love the fact that we all make mistakes and that we're able to reconcile and apologise and say, look, I screwed up. I didn't handle that situation well. It showcased the complexity of being a "tiger mother" while still being caught up in one's own life and unconditionally loving one's children. In television, we rarely see the portrayal of strong, admirable matriarch figures. While films



Jumpsuit, STELLA MCCARTNEY
Shoes, GIUSEPPE ZANOTTI

Jewellery
Creole earrings, pendants and rings from
the "Leaves" collection in 18K yellow or rose gold,
OLE LYNNGAARD COPENHAGEN



Dress, AYUSHIN

Jewellery
"Shooting Stars" earrings,
OLE LYNNGAARD COPENHAGEN

Button down shirt, cardigan and skirt.
BRUNELLO CUCINELLI
Shoes, FENDI

Jewellery
"Gipsy" earrings and "Snake" ring,
OLE LYNNGAARD COPENHAGEN



Full look, CHRISTIAN DIOR

Jewellery
Twisted "Love Band" earrings,
"Elephant" brooch, "BoHo" bangle

Left hand: ring from the "BoHo" collection
Right hand: "Nature" and "Love Band" rings,
OLE LYNNGAARD COPENHAGEN



sometimes depict such characters, but they are scarce in television shows. I wanted to create a character that embodied the essence of a legendary figure like Joan of Arc – an imperfect yet inspiring example of what's possible. Through this role, I sought to depict the complexity of a woman at that stage in her life. I wanted to create a character that serves as an imperfect yet influential symbol, demonstrating the potential for growth and transformation.

L'O: *So you gradually grow into the character over time, or did the role feel perfect immediately from the beginning?*

KR: Discovering and shaping the character is always a process. Initially, there were discussions about making her competitive with her daughter or having a background as a ballerina. But I found those ideas cliché and uninteresting. I strongly believe she doesn't view her daughter as competitive. She genuinely loves and admires her daughter, but she's not that person herself. Playing a character like that would have been boring because it's not who I am, either. I wanted to take the high road with this character and explore a different dimension. It took some time to figure out the details, from the wardrobe to the character's essence. However, the connection was almost instant. I remember reading the script for the first time and thinking, "Oh my God", an immediate click in my mind. Sometimes, when it clicks, you know. With this character, I knew right away, and I was incredibly excited to bring her to life. Of course, she evolves with me as a person as all the characters grow and the storyline develops. We grow together, which you can witness while watching the show. I loved it.

L'O: *Regarding your chic and unique style and outfits, you also regularly share on Instagram and thus inspire many people – what does fashion mean to you personally, and do you have any favourite brands?*

KR: Oh, I love so many brands. I am especially into these young emerging brands and artists creating beautiful pieces. Fashion has always held a special place in my heart. Growing up, my mother was a model and worked with the renowned designer Bill Blass. She genuinely loved home design, fashion, and all the beautiful things. Our house was filled with fashion magazines, and I would create collages on the walls, a way for me to express my creativity and dreams, just like I do on Instagram now. It's interesting how I still enjoy sharing my love for fashion through quotes and similar content on social media. Fashion is captivating because it has the power to make you feel different. Putting on a dress can transport you to another state of mind, evoking a particular feeling. That's why I enjoy it so much – it's transformative. Wearing a fun and silly dress can instantly uplift my spirits when I'm in a funky mood. It can change your mood and help with expressing yourself in various ways. We don't have to limit ourselves to a T-shirt and jeans; fashion offers endless possibilities. I find it exhilarating when people experiment with their style and discover their unique fashion identity. While it's tempting to stick to certain labels that have become almost uniform-like, there's beauty in finding your style and embracing individuality.

L'O: Do you have a particular piece of jewellery that holds special meaning to you, and can you share its story?

KR: Well, most of the pieces in my collection hold special significance. They are either gifts or something I bought for myself at significant moments in my life. Each piece carries a memory. For instance, I have a simple gold ring that I purchased from Cartier about twenty years ago. It was my first meaningful purchase, and I think I bought it around my birthday. I remember working long hours, dedicating myself entirely to my work. Buying that ring was a way to celebrate and acknowledge my accomplishments. It's called "Nouvelle Vague", and while I don't think they produce it anymore, you might still be able to order it on special request. It's a straightforward piece, but its symbolism makes it so special to me. Certain things hold great value because they become mementoes.

L'O: Since 2021, you have been Co-Founder of the App "Whyzzer", a start-up social media app to share knowledge – can you tell us a little more about it?

KR: Sure, I am enthusiastic about what the app is doing, democratising knowledge, experience, and education and making it accessible to everyone. One of the key aspects of the app is its user-friendly interface, which makes it easy for creators, like experts in their respective fields, to produce content. The platform simplifies the process for individuals, just like me, who may not be experienced YouTubers but still want to share their expertise. It offers a seamless way for me as an expert to create and share content and monetise it. The app functions like Instagram, where users can follow and be followed. If someone is interested in learning about a specific topic, they can follow experts and gather information from their curated content and the experts they follow. The difference is that the experts on the platform are verified, which helps ensure the reliability and trustworthiness of the information being shared. By following knowledgeable individuals, users can access a deeper and more enriching dive into relevant content. It's a platform that fosters nourishing and high-quality content for those seeking a more comprehensive learning experience.

L'O: Last but not least – are there any new upcoming shows, series or projects where we can look forward to seeing you?

KR: So, I did this French series called "Escort Boys" with Ruben Alves, a wonderful director, and it's an adaptation of an Israeli series, where I played the American character. It is coming out in October on Amazon Prime. Aside from that, I have been involved in various collaborations with brands and have been working on developing some of my projects. One of the projects revolves around the art world, while another is a smaller film about a woman my age who embarks on a journey to Italy, encountering love along the way. Generally, it's been a period of adapting and going with the flow, navigating the changing times and making the most of the opportunities that come my way. Let's say – always rolling with the times.



Silk turtleneck sweater,
jeans with rhinestones,
both H&M STUDIO A/W 2023
Shoes, AQUAZZURA

Jewellery
"Snake" earrings,
"Love Band" pendant and rings,
OLE LYNGGAARD COPENHAGEN

Jumpsuit, BRIONI

Jewellery
"Leaves" earring earrings,
"Snake" and "BoHo" rings,
OLE LYNGGAARD COPENHAGEN



Full look, *LOUIS VUITTON*

Jewellery
"Love Band" twisted earrings,
"Forest" and "Leaves" rings,
"Elephant" chain,
OLE LYNGGAARD COPENHAGEN



Jacket and dress, *PLAN C*
Shoes, *CHRISTIAN LOUBOUTIN*

Jewellery
"Love Band" Twirl earrings
in 18K gold with diamonds,
"Snakes Medusa" ring,
OLE LYNGGAARD COPENHAGEN



Full look, *H&M STUDIO AW 2023*

Jewellery
Earrings and rings from the "BoHo" collection,
Bracelet from the "Anniversary Piece" collection,
OLE LYNGGAARD COPENHAGEN



Dress, *RIANI*
Shoes, *FENDI*

Jewellery "Leaves" pedant with chain (worn as a belt),
"Lotus" rings, "Funky Stars" earring with Evil Eye,
OLE LYNGGAARD COPENHAGEN