

# VOGUE

NOV

A new generation of female entrepreneurs is fashioning its own companies and careers out of everything from home furnishings to home pages. Following, a look at seven success—and style—stories.

VIEW

BIG DEAL

## Leader of the (back)pack

Open a copy of *Blue*, the graphically charged publication that's subtitled "The New Adventure Lifestyle," and you'll see: trans-Saharan endurance races; late-night urban-bridge climbers; bike odysseys to Nepal's frozen peaks. Part travel guide on overdrive, part sports journal with attitude, *Blue* taps into that end-of-millennium urge to seek boundaries—and then rappel right over them.

Founder and editor in chief Amy Schrier conceived the idea when faced with a stack of *National Geographics* in a rented Hong Kong apartment four years ago. "My friends and I had always been into trying things like climbing or mountain biking, although we weren't athletes. We loved to travel. And we loved our *National Geographics*. But it struck me that there was nothing that explored the globe in a voice that young, active people could relate to. Not 'Sir Edmund examining the beetles of Brazil' but rather 'Go to Brazil with a hammock and learn to surf on \$5 a day.'"

Two years later, Schrier quit her job at a contemporary-art journal, got a business plan together, and pitched the project to David Carson, the graphic designer who had created the look of music mag *Ray-gun*. A year and a half after it launched in June '97, the one-woman-in-a-bedroom *Blue* has become a fourteen-staff-member, 100,000-circulation operation with a startlingly unconventional, and award-winning, look.—AMELY GREEVEN



### STYLE BYTES:

**Office dress code:** None, "but we get much more work done in sneakers." **Clothing must-have:** Sports bra **Escape fantasy:** Surfing in Indonesia **Entrepreneurial idol:** Jake Burton (snowboard king) **Learning curve:** "Handling a major crisis every day for the first year" **Ten-year plan:** "To be as happy as I was ten years ago, when I had no job and no money" **Workday weapons:** A sunny, open window and lots of caffeine **Essential phone number:** (800) 302-BLUE (for subscriptions and information)

"BLUE"  
BELLE:  
EDITOR  
AMY  
SCHRIER

"Go to Brazil with a hammock and learn to surf on \$5 a day"