

LUXE

THE ART OF LUXURY MARKETING



Barbara Lazaroff _____ by suzy gershman

Visceral Reality

She is not the girl next door. Probably never was. She wanted to grow up to be a doctor. Instead, she became the Queen of Beverly Hills. Barbara Lazaroff is not a movie star or a studio head, a rock star or even a celebrity brow plucker (and, yes, there is such a person). Still, Lazaroff is one of the most powerful women in Hollywood. It is not because she is married to uberchef Wolfgang Puck; it is because Puck is married to her. Together they are a central casting Hollywood power couple, and anyone who is anyone comes to their many properties to dine, arrange for catering or plan the town's top events with them. Yes, even Bill Clinton, who was the first sitting president to eat at Spago.