

# 40

*Under 40*

THEY ARE THE 40 WOMEN UNDER THE AGE OF 40 who run this town. They're the major players who influence what you wear, what you read, what you watch, what you buy, where you invest, and what you listen to. They're making the city a more glamorous place and helping out their fellow sisters in need. Most importantly, they're proving that there is no mold for success. From the art world to city hall, these are the 40 women to watch (or watch out for).

BY SARA BLISS <<



**>> PLAYER: DR. LISA AIRAN**

**AGE:** According to her office, "Dr. Airan refuses to give her age, but she is under 40."

**POWER POSITION:** Dermatologist

**WHY SHE HOLDS THE CARDS:** Today, to stay on top, the city's top doctors are as media savvy as they are great at their practice, and Dr. Airan is no exception. The glamorous dermatologist makes regular appearances in the top glossies. And Dr. Airan's roster of high-profile clients rely on her to make their faces as camera-ready as hers.

**>> PLAYER: MARIA BARTIROMO**

**AGE:** 35

**POWER POSITION:** Anchor and reporter, CNBC;

author, *Use the News*  
**WHY SHE HOLDS THE CARDS:**

Bartiromo is so popular with CNBC's viewers that the station has adopted an all-Bartiromo all-the-time approach to programming. Bartiromo reports from the Stock Exchange before the market opens (*Squawk Box*), anchors after it closes

(*Closing Bell*), and hosts her own show at night, *After Hours with Maria Bartiromo*. If that's not enough, she occasionally gives financial reports on the *Today* show and MSNBC.

**>> PLAYER: MARYANN BEKKEDAHL**

**AGE:** 34

**POWER POSITION:** Vice-president and publisher, *Men's Health* magazine

**WHY SHE HOLDS THE CARDS:**

Bekkedahl has got the magic touch in the tough world of men's magazines. Under her reign almost 200 new advertisers flocked to *Men's Health*, increasing ad pages up 30 percent in the first six months of 2003.

**>> PLAYER: MARIANNE BOESKY**

**AGE:** 36

**POWER POSITION:** Owner, Marianne Boesky Gallery

**WHY SHE HOLDS THE CARDS:** Art-world insiders say that Boesky has a gift for



MARIANNE BOESKY.

consistently finding and representing the best new artists around. Her Chelsea gallery is an essential stop for any contemporary art lover. Painter Lisa Yuskavage, whose moody paintings of voluptuous nude women put her on the

map, pop art phenomenon Takashi Murakami, and cheeky Japanese artist Yoshitomo Nara, are a few of Boesky's art stars.

**>> PLAYER: SHEILA BRIDGES**

**AGE:** 39

**POWER POSITION:** Interior designer, author, and television show host

**WHY SHE HOLDS THE CARDS:** Bridges is an unstoppable design powerhouse. The Brown alum has combined her sensible chic style with a savvy business sense. Her high-profile clients

include Tom Clancy, P. Diddy, and even Bill Clinton, who hired her to design his Harlem office. Bridges' philosophy that design should be accessible is resonating with fans of her book *Furnishing Forward* and her sleek Fine Living cable show *Designer Living*.

**>> PLAYER: GISELE BUNDCHEN**

**AGE:** 23

**POWER POSITION:** Supermodel

**WHY SHE HOLDS THE CARDS:**

Bundchen has turned a sexy accent and an even sexier body into a \$12 million-a-year enterprise, giving her a much heftier bank account than any other supermodel around. The Brazilian bombshell has inked deals with ultraglam designers Dolce & Gabbana, Christian Dior, and Bulgari, as well as a coveted spot on Victoria's Secret's payroll.

**>> PLAYER: CINDY CHUPACK**

**AGE:** 38

**POWER POSITION:** Writer and executive producer, *Sex and the City*; author, *The Between Boyfriends Book*

**WHY SHE HOLDS THE**

**CARDS:** With enough dating disasters to fuel the best relationship show on TV, her own *Glamour* magazine column, plus a new book, Chupack has become the real-life Carrie Bradshaw (although she's probably much wealthier than Carrie). What started out as Candace Bushnell's brainchild has turned into Chupack's baby.

**>> PLAYER: TINA FEY**

**AGE:** 33

**POWER POSITION:** Head writer, *Saturday Night Live*

**WHY SHE HOLDS THE**

**CARDS:** Proving that smart, sexy, not to mention hysterically funny women can rule the notorious boys club of *SNL*, Fey is the first female head writer in the show's 23-year run. With a screenplay adaptation in the works for Paramount and *SNL* and a rumored \$4 million deal to stay with *SNL* and create her own show for NBC, she's having the best laugh of all.



TINA FEY.



SHEILA BRIDGES.



MARIA BARTIROMO.