

## Stylists Interpret Messages of Senator Clinton's Accoutrements

Deconstructing Hillary

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A look at Senator Clinton's presentation and the room from which she made her presidential announcement



- 1 "Power watch" conveys that being late for a crucial briefing isn't an option
- 2 "Presidential red" suit jacket is like the "presidential red" tie worn at important events.
- 3 Ambiguous necklace might be a Christian cross, might not be a cross at all: "a clever decision"
- 4 Wedding ring says family values, loyalty, and forgiveness.
- 5 Milquetoast colored walls make for a plain, conservative, and sedate motif, highlighting the centerpiece in red.
- 6 Bill and Chelsea embracing with smiles exudes normalcy.
- 7 "Waspy" and "Styleless" pillow matches the suit jacket.
- 8 Dog lamp: "Who doesn't like dogs?"
- 9 Out of place cushioned bench makes the room feel less composed, adding to the notion of authenticity.

By **CHRISTOPHER FAHERTY**

*Special to the Sun*

Wearing a "presidential red" suit top and resting her back on a "waspy" pillow in an almost colorless room, Senator Clinton on Saturday announced her bid for presidency on [hillaryclinton.com](http://hillaryclinton.com).

By choosing to embark on a presidential campaign using the Internet, Mrs. Clinton is bypassing traditional press filters and maintain total control of how her image is presented to the country, begging the question: What's with the big gold watch?

"The power watch is a good move for her," a stylist who has worked with ambassadors and royal families, Samantha von Sperling, said. "In general, women don't wear watches on television, but when you're running for president, you better know what time it is."

While Mrs. Clinton is well dressed in the video, she needs to work on her posture, according to Ms. von Sperling. By crossing an arm over her body on the sofa, Mrs. Clinton appears defensive, or like she is hiding something. "Its very irresponsible of her publicist or the camera man not to point it out," Ms. von Sperling said.

The simple room in Mrs. Clinton's Washington, D.C., home where she announced her candidacy serves an important purpose, according to a successful New York interi-

or designer, Ann LeConey. The plain white walls, combined with a lack of accessories, make Mrs. Clinton and her red suit jacket the focus of the room.

*'The power watch is a good move for her.'*

The red suit jacket sends a confident and fitting message to voters, according to Ms. von Sperling. "Presidents frequently wear dark suits and a red tie for important speeches," she said. She also called slimming the black shirt Mrs. Clinton chose to wear.

In order to have a fighting chance at the presidency, Mrs. Clinton must walk a fine line with her image, experts say. Even while courting coastal Democrats for the primaries, she will likely have to soften her liberal image in Middle America. The jewelry Mrs. Clinton wore during her announcement and the décor of the room illustrate Mrs. Clinton's balancing act.

Her choice of necklace was a "cunning" and "clever" decision, according to Ms. von Sperling. The ambiguous pendant is difficult to see clearly in the video. It sits on her neck in the style of a Christian cross and is of a similar shape, but upon close

examination appears not be a cross at all.

The safe and conservative interior design of the room doesn't attach Mrs. Clinton to a stereotype, Ms. LeConey said. Yellow shades blend into milquetoast walls that match a plain-colored couch.

A bouquet of pink roses and red coloring on the sofa pillow next Mrs. Clinton match her red blazer, and add a dab of color to the room. The sofa pillow is "waspy," Ms. LeConey said, making it one of the few accessories in the room with personality. "The furniture looks like it should be in an Ethan Allen showroom," she said.

Mrs. Clinton's Web casts are innovative because they combine traditional news with advertising, the dean of the Annenberg School of Communication at the University of Pennsylvania, Michael Delli Carpini, said. Mrs. Clinton is able to relay her message while avoiding what politicians consider a "hostile" press and broadcast industry.

Mrs. Clinton this week released two new videos on her Web site. Called "Let the Conversation Begin," they are likely geared toward voters more familiar with the candidate. The ambiance of the Capitol Hill studio where the video was filmed is more personal. Leather-bound books and fine curtains provide a backdrop for Mrs. Clinton, who is wearing calmer pastel colors.