

FRESH DIRECT

On their wildly popular site, The New Potato, the Kosann sisters talk food with everyone from Karlie Kloss to Tom Colicchio—and we're eating it up.

LIKE MANY OF THE RECIPES THAT NOW appear on their site, Daniella and Laura Kosann's idea for launching their food-centric online destination The New Potato was completely organic. Two years ago, while driving back to Manhattan after spending the day at their parents' house in Connecticut, the sisters were casually discussing some of their favorite websites. "At some point I remember Daniella saying, 'You know, there's nowhere to read about what Jessica Alba is having for breakfast,'" says Laura, 25, the younger of the siblings and the site's editor in chief. "It's true," adds creative director Daniella, 27. "We've always liked sites like Into the Gloss and The Cutout and the way they approached fashion and beauty. We want to create a platform like that—but for food," she says.

The two immediately started planning, bringing busy lives on evening up with the right time. "We were into the idea of the new something," as in "the new black." "We tossed around a lot of words," says Daniella. "We had The New



Laura and Daniella Kosann believe the farmers market is NYC's ultimate treasure.

Potato, but that sounded too foodie," says Laura. "All of a sudden we were like, 'New potatoes!' Yes." We liked here it was a double meaning, both an ingredient and the food version of "the new black," plus it's fun—and people remember it.

The site's broad and buttery is credited interviews with chefs, actors, editors and a levy of other tastemakers, along with their recipes. They landed their first subject with a bit of luck. On a plane ride to Miami in 2012, Laura struck up a conversation with her seatmate. "Turns out he was [renowned French chef] Alain Ducasse's business partner," she says. The New Potato debuted in the spring of 2012 featuring a conversation with the famous chef. "Launching with a big name helped open us up to so many other major figures," says Laura. From the profiles expanded to include not only gustatory stars but also editors like Vanity Fair's Graydon Carter and models like Hilary Swank. "We started with mostly restaurateurs, but now it's become more about having an eclectic mix of actors, designers—all sorts of people who do cool things," says Daniella.

The Kosanns continued to develop their roster of all-star subjects, profiling everyone from Kerian Slogoski (a proponent of avocado toast) to model Klara Wiedemann (a self-proclaimed pasta monster). Yet the duo's formula has always remained the same. They collaborate on every feature, with Daniella acting as photographer and Laura as writer and editor. And almost every interview kicks off with the same question: "From start to finish, what would be your ideal food day?"

"Food makes everybody comfortable," says Laura. "It opens up the dialogue." Adds Daniella, "The talk ends up being about so much more than a person's diet or favorite lunch. It becomes a conversation about their work, style, health and family."

In terms of the site's aesthetic, the initial design began as simple and blog-like—but the sisters had bigger plans. "Our goal was always to elevate the style, travel and culinary magazines we grew up loving," says Daniella, a far-saw digital



The sisters at ABC Kitchen, NYC.

designer for brands including Sloop NYC, who hand sketched early plans for a redesign. "We were raised around fashion," adds Laura, referring to their jewelry designer mother, Monica Ruth Kosann. "Being in that world definitely factored into our vision for The New Potato," she says.

Around the site's first birthday, they debuted a sleek new look, but the makeover was not without its trials. "It was a lot of going back and forth with our programmers and reformulating a ton of content. We looked up for three days before the relaunch," reveals Daniella.

"We were glued to our computers, surrounded by granny beans and Chinese food carts. It was not glamorous," says Laura. "When we finally went live, I remember turning to Laura and asking, 'Um, where was the last time we showered?'" adds Daniella, laughing.

As for what's next, the women have a few things cooking—in fact, developing an app, possibly writing a book and tending down interviews with their dream subjects. "Jessica Gross and Lena Dunham are at the top of our list," says Daniella. "We've had people tell us, 'Oh, you'll never get so-and-so,'" she says. "But there's always an angle. As we say, everyone's gotta eat." —Jenna Gutlieb

► To see an exclusive gourmet recipe from Daniella and Laura, download Lucky on your tablet: LUCKYMAG.COM/DETAILED-ENTRIN

TREAT YOURSELF

It's easy to see where Melbourne-based jewelry designer Lucy Folk gets her inspiration. "My family owned a local café when I was young, so I grew up in the kitchen," she explains. And while she didn't go into the restaurant business herself, Folk's obsession with food is clearly evident in her latest collection. From gold-plated tortilla-chip pendants to rings adorned with silver papercorn and citrus-slice cocktail earrings, the collection brings new meaning to the phrase "a movable feast." —Jayna Malvi



Earrings, \$230, luckyfolk.com