

The new tastemakers

Danielle & Laura Kosman

@THENEWPOTATO

PHOTOGRAPHED BY KATHY LO

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GIRL

PHOTOGRAPHED BY SILVIA MAGG



Danielle and Laura Kosman burst into The John Dory Oyster Bar in Manhattan and apologize profusely even though they're only slightly late. It's fitting to meet with them in the presence of food, if not over a meal—we're now sitting opposite chef April Bloomfield's fridge full of lobsters, Jonah crabs, and mollusks of all sorts. The sisters immediately come across as smart and grounded, jumping articulately from one thought to another.

Danielle, 27, and Laura, 25, are the duo behind The New Potato, a food, fashion, and lifestyle website that is now expanding into a full-fledged media company. The website itself, designed and curated with a fashion-meets-food mind-set, gives an industry insider's scoop on matters of the palate, featuring actors, musicians, fashion designers, and writers. "There's *Vogue* in terms of fashion, there's *Rolling Stone* in terms of music, and there's *Vanity Fair* in terms of entertainment. We feel like that people-industry connection didn't really exist in food," explains Laura. The very first spark for the idea came about during a ride from Connecticut. "We were in the car talking about it when we realized how there's really not a place where you can go and see what Jessica Alba is having for breakfast, what Nate Berkus is cooking at home for dinner, or what their favorite restaurants are," adds Danielle. At the time, she was working as an art director at a creative agency in New York, and Laura, freshly out of college, was producing over at Showtime. Their roles at The New Potato are creative director and editor-in-chief, respectively.

Having expanded at the speed of light following its launch in April 2012, Danielle and Laura don't see The New Potato as limited to food or lifestyle. "The conversation always starts at food and brings about so much more than food. It opens with, 'What would be your ideal food day?' and then you have Alexandra Shulman talking about the future of publishing, style, fats, and all these amazing other things," explains Danielle. "I think there's the possibility to keep growing. Eventually I'd like to be the place where—and I think we're almost there—you read a conversation with Jennifer Lawrence or Tom Hanks," Laura chimes in. In the meantime, an app, more video content, and potentially a book deal are in the works for the brand. So we're keeping our eyes on The New Potato. **BUSRA ERKARA**

she wears: dress by Carven, bracelet by Monica Rich Kosman, Laura's own shoes, on Danielle: skirt by Karen Walker, gold chain bracelet by Monica Rich Kosman, shirt by Sam Spade, all other jewelry Danielle's own, shirt: by nonblack, hair: Helen Masony at Brian Barby, makeup: Juan Antonio at exclusive artists using Laura Mercier