

# Right blend of business and fashion is Nooyi

New York, Aug 24

They are better known for their business acumen—but people like cola queen Indra Nooyi, legendary investor Warren Buffett and tech tycoon Steve Jobs have now made it to a list of top 'executive icons' with distinctive fashion sense.

The 15 chief executives and business people, featured in a 'Executive Icons' list compiled by US magazine *Conde Nast Portfolio* in its web edition, also include media mogul Oprah Winfrey, Oracle CEO Larry Ellison, celebrity publisher Martha Stewart, business tycoon Donald Trump, former eBay chief Meg Whitman and actress and businesswoman Mary-Kate Olsen.

"The men and women who rise to the top of the business world have strong and distinctive personalities. The same words can often be applied to their fashion sense," the publication said.

"Love them or hate them, the trademark turtlenecks, base-

ballhats, and...interesting hair-styles project the personalities of their wearers," it added.

India-origin Nooyi, who heads the world's leading soft drink firm PepsiCo, has made to the list for her "silk saris."

"The Pepsi CEO's boardroom attire is not especially notable, but the silk saris she occasionally dons are," Conde Nast Portfolio said.

The list also includes Mark Zuckerberg, head of social networking site Facebook, American Apparel CEO Dov Charney, Avon CEO Andrea Jung, "hip-hop pioneer" Russell Simmons, Countrywide co-founder Angelo Mozilo and leading video sharing portal YouTube CEO Chad Hurley.

About Jobs, whose company Apple recently launched its iconic mobile handset iPhone in India, has been described as someone whose "look is unwavering: blue jeans, black mock turtleneck (tucked in), and sneakers."

The report further said



about Jobs that "his feet made news in 2006 when Jobs appeared to be shifting footwear allegiance from New Balance to Nike, but he quickly went back to his old ways."

The magazines published by Conde Nast Portfolio group include *Vogue*, *Glamour*, *Conde Nast Traveller*, *The New Yorker*, *Vanity Fair* and *Gourmet*.

The report quoted Warren Buffet as saying, "I buy expensive suits.. They just look cheap on me." PTI