

**HER OWN  
BEST MODEL**  
"I want L.A.M.B. to be  
stuff that I wear  
every day," Stefani  
says, posing in a  
satin bomber jacket  
and pants from  
her fall line.



# LIKE *a*

STARS  
*with* STYLE  
EMPIRES

# LESS

LOTS OF CELEBS HAVE LAUNCHED CLOTHING LINES, BUT FEW ARE AS SUCCESSFUL AS **GWEN STEFANI, JESSICA SIMPSON** AND **LAUREN CONRAD**, WHO ALL OVERSEE MULTIMILLION-DOLLAR (AND IN JESS'S CASE, BILLION-DOLLAR!) COMPANIES. THE THREE MOGULS TALK TO PEOPLE ABOUT WHAT IT'S LIKE TO RUN A BOOMING FASHION BUSINESS



Star DESIGNER Spotlight

# Gwen STEFANI

SHE'S HER OWN BRAND OF TRIPLE THREAT: SINGER, DESIGNER AND MOM OF THREE BOYS. HERE'S HOW SHE DOES IT ALL (AND THEN SOME)

It's probably safe to assume that Gwen Stefani, 44, is the only mom who, after picking up her two oldest sons, Kingston, 8, and Zuma, 6, from their first day of school, hopped on a plane from Los Angeles to present at New York Fashion Week.

**"It's an amazing time in my life. I get to be doing it all,"** she tells PEOPLE of being a mother and designer of several clothing lines, including L.A.M.B., which celebrated its 10th anniversary last year. "It's really hard, but I've always liked the clash of things. You get to be in one world, and the next minute you're in another world."

**But when the No Doubt front-woman got pregnant with her youngest son, Apollo (now 7 months), even she had to take a break, sitting out several seasons of Fashion Week to focus on her family and her songwriting. "It was really**

**hard for me to do much else, so I kind of had to walk away."**

Which makes her return to fashion so exciting. And she didn't take baby steps back into it: L.A.M.B.'s spring collection boasts a whopping 90 pieces. She describes it as bohemian and tribal-inspired, adding, **"It reflects where I am right now. Everything kind of aligned."**

So, now that she's conquered fashion (Stefani also has Harajuku Lovers, DWP and gx) and soon television (she makes her debut as a judge on *The Voice* on Sept. 22), what's next?

**"I'm doing new Harajuku Lovers fragrances that I've been working on for forever,"** she says. "They also reflect where I am right now, which is totally surreal because I worked on them so long ago, and it all coincides in a weird unplanned way. I love when that happens."

*"I really ENJOY THE PROCESS OF MAKING THE CLOTHES, almost as much as I do wearing them."*

▲ **"So many unexpected things—like *The Voice* and having a baby—are reflected in this collection. It has a little bit of all the things that I love."**

*"My kids will say, 'MOM, YOU JUST GOT 20 PAIRS OF NEW SHOES! THAT'S NOT FAIR!'"*

—Stefani, on the best part of having her own accessories line