



FASHION "ROCS"

CALL IT CHARISMA. CALL IT CHARM. FASHION HOST ROCCO LEO GAGLIOTI SEEMS TO HAVE IT. —KRISTI DUNN

Fashion's newest "It Guy" is Rocco Leo Gaglioti, founder of the wildly popular FashionNewsLive.com. Almost instantly upon its inception, the site ranked in the top 10 of the world's 150 million fashion news sites. And within a few minutes of casual conversation over lunch at Sur in Beverly Hills, it becomes clear why Gaglioti—who has only 15 fashion seasons under his D&G belt—is fast on his way to becoming a household name.

Gaglioti hit the ground running in 2004 with a foray into fashion hosting—a red-carpet interview with Anna Nicole Smith. Not bad for a rookie. The six-foot-four former model made it look easy—you'd never suspect he came from such humble, challenging beginnings.

Gaglioti's mother, who was born deaf, taught him sign language before he even learned to speak, and now, he radiates a warm, soulful intelligence. Coupled with ambition and sensitivity, that savvy has earned him the trust of the megastars with whom he regularly moves and shakes. "I treat people how I want to be treated," he explains while sipping on his passion fruit iced tea.

He finds inspiration in Madonna and Sylvester Stallone, individuals who came from nothing, beat the odds, and rose to international stardom. "The cream will always rise to the top. If you have drive and passion and believe one hundred percent in what you are doing, you will always rise to the top," Gaglioti says with the conviction of someone familiar with hard work and sacrifice.

But what advice does this style sage have to give about fashion? "Keep it simple," he says. "Accessories are important and can make or break an outfit." He doesn't favor any one designer, but cites Monarchy and Chado Ralph Rucci among his top picks. He has one gripe with the fashion industry: "I wish there were more choices for men." He admires Carson Kressley's style, and views Audrey Hepburn as the style icon for women. And he thinks that Lady Gaga "looked like a red French fry at the MTV Awards."

So what does he see when he looks into the proverbial Swarovski crystal ball? Television, for one thing. He doesn't rule out hosting an existing show, or starring in a show of his own. Move over, Ryan Seacrest.

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