



Sarah Jessica Parker in the white jersey dress from the Halston Heritage Collection

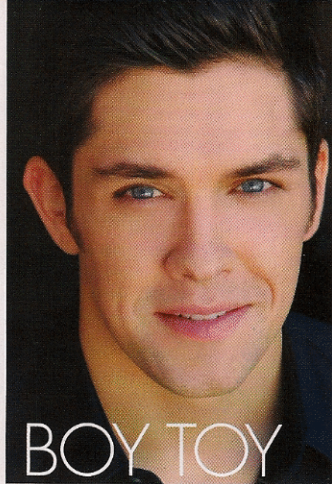
*New York Magazine*, with reported annual earnings of \$38 million. The disciplined and ambitious businesswoman had become the antithesis of the flighty character she is known for.

Aside from her film roles, Parker has continued to carefully build her SJP brand, signing lucrative deals with Garnier and Coty Prestige. Following the success of her fragrances *Lovely* and *Covet*, Parker will launch SJP NYC this April. In an interview for

*Women's Wear Daily*, Parker described the fruity floral scent as "a party in a bottle," adding that it captures people's impressions of "seeing Carrie Bradshaw walk down the street" and feeling "a love for the city around her and, of course, fashion."

Parker has also wisely parlayed her Carrie-induced fashion cred into some sweet deals: with Gap in 2004 and with the launch of her own low-cost clothing line, *Bitten* (which was sold exclusively at the now-bankrupt retailer *Steve & Barry's*), in 2007. Parker has said that she hopes to relaunch *Bitten* one day, but in the meantime she is focusing on her new role as chief creative officer for Halston. The newly crowned Halstonette will be working on the company's secondary—and more affordable—Halston Heritage Collection. In another brilliantly orchestrated marketing coup, Parker is wearing a white jersey dress from the Halston Heritage Collection on the *SATC 2* movie poster. "I must tell you—it's the honest truth—it was a wonderful coincidence because that was in place >

the other way. I'd be, like, 'Forget your troubles.' I don't use the recession as a reference for my creativity." It was a rare slip for a cast and crew that have been sworn to secrecy. Parker, along with co-stars Kim Cattrall, Cynthia Nixon and Kristin Davis, adopted a tight-lipped approach for the release of the first *SATC* film. And the hype-building tactic paid off, as the comedy brought in a record-breaking \$56.8 million on its first weekend and went on to earn more than \$400 million worldwide. The stakes are high again, but Parker, who has been in the business since she made her first uncredited appearance at the age of nine in *The Little Match Girl*, is likely accustomed to it by now. Since her breakout role in the 1984 film *Footloose*, opposite Kevin Bacon, she has starred in 28 movies. Her career has been marked by its share of highs (*Honeymoon in Vegas*, *Ed Wood*) and lows (the direct-to-video *Life Without Dick*, *Failure to Launch*), but it was the award-winning HBO series *Sex and the City* that turned Parker into a star and fashion icon. In 2005, she was named the richest woman in Manhattan by

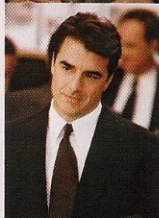


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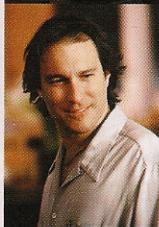
Move over, Steve, Mr. Big and Aidan: Neal Bledsoe is the new boy on the block!



Tall? Check. Dark? Yep. Handsome? Oh, you bet. Toronto-born Neal Bledsoe, who is the newest man candy to join the *Sex and the City 2* cast, has been charming the ladies since he was five, when he'd introduce himself to strangers as "firefighter Biff Johnson."



Surviving gruelling auditions required even more charm. "It's like being in high school all over again and trying to impress some girl," says the 29-year-old, laughing. Bledsoe worked a few soaps (*As the World Turns* and *Guiding Light*) before landing a role on *Gossip Girl*. He was surprised by all the paparazzi that came with the buzzed-about show, but it was nothing compared to the casting mania surrounding *Sex and the City 2*. "It's a tremendous honour to be involved in something like this," says Bledsoe. "It's like *Star Trek* or *Star Wars*." Although the real ladies in Bledsoe's life tried to get him to reveal juicy plot details, the cast's ironclad confidentiality agreement prevented him from divulging set secrets.



Miranda's hubby, Steve Brady (David Eigenberg), Carrie's infamous Mr. Big (Chris Noth) and her ex Aidan Shaw (John Corbett)

"I became really good at changing the subject!" he says. BRIONY SMITH