

# GOOTHAM®

## Amazing Faces of NEW YORK

SEVEN DAZZLERS—FOR WHOM BEAUTY IS FAR MORE THAN SURFACE APPEARANCE—TALK ABOUT ACHIEVEMENT, HARD-EARNED WISDOM, AND GIVING BACK TO THE CITY THEY LOVE.  
BY STEPHANIE MURG PHOTOGRAPHY BY ZEV STARR-TAMSOR

### NICOLE LAPIN

A well-known figure in financial journalism, Nicole Lapin has hosted programs on CNBC and CNN, where she was one of the network's youngest anchors. She's also been a financial correspondent for *Today* and *Morning Joe*. Presently, Lapin runs business news site *recessionista.com* in addition to heading her own production company, whose mission is to make financial news more user-friendly.

**AGE:** 29. **BIGGEST OBSTACLE:** I didn't know finance at all growing up. I was raised in an immigrant family that didn't read *The Wall Street Journal*. I had no idea what a bond was or what it meant to short a stock. When I was thrown on to the floor of a stock exchange at 19 for one of my first jobs on television, I quickly overcame that. **ON THE CITY THAT NEVER SLEEPS:** There's always energy, life, and power here. I used to stop in the 24-hour Starbucks in Times Square on my way into CNBC at two o'clock in the morning, and it just felt like it was any other time of the day. In another city, that schedule would have been really difficult, but not in New York! **FAVORITE NEW YORK PLACE:** My heart has always been in Union Square, where I live now. In this small area, you have just about everything—from the Greenmarket and great restaurants to Barnes &

Noble and Ludlum. **ONLY IN NEW YORK:** I've been planning an evening out that could only be possible in New York: I'm taking a few friends to Beaid Bar, a hair salon especially for braids, and then we're going sword fighting. We'll finish off the evening at Per Se with a vegan tasting menu. **ON FINDING HER OWN VOICE:** I've kind of grown younger in my life and in my image. Because I started my career so early, I had to act older and pretend I had more gravitas than I did. I tried to dress older, act older, be more serious. I wore shoulder pads. Then I found my own voice and just felt comfortable—I know what I'm talking about, and I don't need to pretend. **PERSONAL STYLE:** I'm clueless when it comes to style. I'm still figuring it out. I recently painted my nails a color for the first time and even bought some "statement" jewelry from Forever 21 and wore it on *Anderson Live* last week. I'm definitely a recessionista. I wore a lovely H&M dress to the photo shoot. **DREAM LUNCH DATE:** Warren Buffett. I'd love to pick his brain and find out what he wants to see in the next generation of investors. **MANTRA:** It will be okay in the end. If it's not okay, it's not the end. **ON GIVING BACK:** I'm very committed to helping young people and especially young women. I've worked with the Starlight Children's Foundation and Operation Smile. In 2011 I launched *Lost Girls*, which provides young women with career advice and gently worn work clothing. I'm also on the board of Women in Need, a charity based here in New York for homeless women and children.