

'DRAGON' LAYERS

LISBETH from Page 37

Dragon Tattoo line was created by Trish Summerville, the Fincher film's costume designer, and distills the essence of her character into slightly less S&M-y threads.

"I tried to pick pieces from the film and adapt them to make them a little more fashionable for real-life women," says Summerville.

The line is out Dec. 14, just in time for Christmas and a week before the film's Dec. 21 premiere — which begs the question of what the misanthropic Salander would make of all this commercialism.

Well, says Summerville, "she's a character from books. So she



doesn't really have a voice in it."

But the designer did get Mara's stamp of approval. "She was really excited about them," she says.

Leslie Simon, author of "Geek Girls Unite: How Fangirls, Bookworms, Indie Chicks, and Other Misfits Are Taking Over the World," is into the line.

"It looks tough but comfortable," she says, thrilled to see Lisbeth become a household name.

"Being an outsider and a misfit and a loner, usually those are things people don't want to be," she says, "but she kind of makes it cool. Being the norm, and being the mainstream, isn't what us girls always need to aspire to."

Simon says the girl-hacker archetype goes back to Angelina Jolie's underrated, butch character in the

1995 movie "Hackers."

"I think Lisbeth is a modern version of that, like an outlaw vigilante who takes it upon herself to kick ass and take names. And hack. All those things that are antithetical to being feminine, or a lady, she's not. And she's OK with that."

That earlier movie landed with a resounding thud in US theaters, but now America just might be ready for the avenging punk girl-geek archetype. "Hopefully," Simon says, "girls will see [Lisbeth] as a superhero of sorts."

Melissa Silverstein, editor of the blog Women and Hollywood, says Lisbeth is a perfect antidote to the preponderance of imperiled women we see on-screen (see: every female character in this summer's blockbusters) and an intellectual breath of fresh air.

"I think people are tired of seeing the same cookie-cutter women on the screen," she says.

"This is a character that fights back. She's smart, and she really doesn't give a s--t what people think of her. It's really refreshing. And she comes from a book that resonated with people all over the world."

More broadly, Silverstein says, Lisbeth is in line with the protest energy sweeping the nation and the globe. "People are ready to say no and fight back," she says.

"I don't think Lisbeth is particularly a political figure, but I think that kind of sentiment — 'I'm not taking it anymore' — is kind of what people are thinking and feeling."

Lisbeth, a member of an elite hacking group in the novels, would fit right in with the notorious protest-minded hacker collective Anonymous. Their credo sums up the Salander worldview: "We do not forgive. We do not forget. Expect us."

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She kind of makes [being a loner and a misfit] cool."

— author Leslie Simon, on Lisbeth Salander

"Just the color palette is nice. I think we've got that Bordeaux-red piece happening in other collections. It's really of the moment," says the film's costume designer, Trish Summerville, who also created these H&M looks.

Pants, \$24.95, T-shirt, \$12.95, and leather jacket, \$199, at H&M

"I wanted to get some really classic pieces, like the women's motorcycle jacket," says Summerville. "I wanted to refine it and make a really well-fitting women's jacket."

Leather jacket, \$199, sweatpants, \$24.95, backpack, \$29.95, and high-top sneakers, \$34.95, at H&M



Rooney Mara, with co-star Daniel Craig, projects added "Girl" power with the help of her wardrobe.

"The Salander character is more edged-out — much more lived-in and dirty. She's much more slouchy, and kind of hiding in her clothing, so we've taken those pieces, adapted them and cleaned up the shapes and silhouettes," says Summerville.

Snood, \$12.95, and leather pants, \$129, at H&M; top, \$22.95 at the Gap, 680 Fifth Ave.; bracelet, \$215 at noir.com; stretch gloves, \$1.99 from Times Square vendor



"You can pair those shredded jeans with a chiffon top and a blazer and heels, and it gives you that kind of edge you'd like to have," Summerville says.

Hoodie, \$29.99, denim jacket, \$49.95, jeans, \$49.95, and boots, \$49.95, at H&M; necklaces, each \$15.50 at American Eagle Outfitters, 1555 Broadway

Photographer: Jonathan Baskin
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ALL ABOUT EVA

Fashion guru Gunns for talent on 'Project Accessory'

By GREGORY E. MILLER

WHEN Eva Jeanbart-Lorenzotti walks, there's the distinct sound of jewelry shaking. A petite lady with her hair pulled up, she's no gypsy drowned in beads — but it's almost as if the bracelets and rings can't keep quiet.

"I believe when you accessorize your life, whether it's on your person or in your home, you build collections that become unique and very much about what I believe style is," she says in her Flatiron District office.

Jeanbart-Lorenzotti will be helping a lot of people figure out what style is this season on "Project Accessory," a spinoff of the Lifetime reality competition "Project Runway." The show features 12 designers creating everything from handbags to heels. Heidi, Michael, Nina and Tim are out — and in their places come a new host, judges and a mentor: Jeanbart-Lorenzotti.

On "Project Runway," Tim Gunn was an instant fan favorite thanks to his sweeping catchphrase: "Make it work."

Jeanbart-Lorenzotti, 42, didn't have one when she joined the show. "I don't work that way," she says. "If I had a thing going in, it wouldn't have been authentic."

But once the show began, a phrase came naturally.

"Get inspired" is something I found myself saying a lot... It's about that magic moment: "What is going to inspire me?" she says.

Beirut-born, Swiss-blooded Jeanbart-Lorenzotti, who is married to investment adviser Lorenzo Lorenzotti, may not be a household name, but in the fashion world, she's kind of a big deal. She is the founder of Vivre, a shopping Web site that serves 2 million customers a year. Vogue has named her one of the 10 most stylish women in fashion, and Time declared her a "mail-order magnate."

Long before then, Jeanbart-Lorenzotti was planning a life in accessories. At 16, living in Europe, she launched "Tattoo," jewelry tattoos. But her life took a turn when she moved to America for college and began a career in investment banking. "Part of it was that I felt like I had to do the right thing and make my father proud," she says. "I wanted to stay in America, and I thought I had to get the right job. And I thought investment banking was it."

But in 1996, Jeanbart-Lorenzotti launched Vivre, and eventually her own HSN line, V by Eva.



Eva Jeanbart-Lorenzotti knows how to turn an accessory into a success story.

"I want to see big things happen, and I want to see talent rise."

— "Project Accessory" mentor Eva Jeanbart-Lorenzotti

On the new series, she'll mentor the young designers, who will compete for \$100,000 and a product line that will retail on eBay. She also helped cast the show after she caught the attention of the production team. "All of us were really taken by how thoughtful she was with each of the designers, in terms of being able to talk about their work in a meaningful, simple way that we all felt would translate well to the audience," says executive producer Rich Bye.

Mentoring came naturally for the entrepreneur, since her ideas on the show are what she's been pushing her whole career.

"If I see talent, I'm all over it," she says. "In today's market, it's so hard to penetrate. There's only X amount of shelf space. To me, the ability to help and inspire and really give opportunity is something that has been rewarding and very much a part of everything that I do."

The mentor's role on the show is critical — on "Project Runway," Tim Gunn coaxed more than a few designers in the right direction, telling them to "Go, go, go!" and changing designers' fates.

"Project Accessory" follows the same format. Each week, contestants create accessories under strenuous conditions. In the first episode, they must fashion a necklace, belt and accessory using only items from a storage closet. Someone used a rat trap, another a chandelier. "You can be an incredible fashion designer and maybe have never created a dress before," says Jeanbart-Lorenzotti.

"It's much harder in accessories because there's a science to it," she says. "There is incredibly dangerous machinery. There are all these things that you have to know what you're doing." (Welding jewelry doesn't come easy.)

Different stakes means Jeanbart-Lorenzotti won't be a copy-and-paste version of Gunn.

"My approach is different," she explains. "It's a very in-my-skin obsession... I want to see big things happen, and I want to see talent rise."

But now that "Project Accessory" is airing every Thursday, is she ready for the spotlight? "You've got me a little embarrassed," she says, blushing, and covering her face for a moment. "I haven't thought about it. But it comes with it, and I guess I'm going to have to soon."

"I hope I can be in the company of Tim," she adds. "And that people will enjoy it." Make it work, Eva.

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