

# James Lane

— Style —

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Carrie Berk

p. C-2



# Carrie Berk

## An Influencer, Fashion Journalist, Anti-Bullying Activist & More

By Jessica Mackin-Cipro

Carrie Berk has accomplished so much in her young career. She’s a social media influencer, actress, author, fashion journalist, and anti-bullying activist, all while living life as a 19-year-old college student in New York City. On social media her monthly engagement is more than 70 million and she has collaborated with fashion brands like Roller Rabbit, Alice + Olivia, Madewell, and LoveShackFancy. In high school she started the style empowerment blog Carrie’s Chronicles, which urged readers to use style as their superpower.

In a recent article she wrote for the Fordham Observer, titled “One Size Does Not Fit All,” she detailed the underrepresentation of body types that she experienced at New York Fashion Week and the need for size-inclusivity.

“It’s time to represent realistic body standards,” she wrote. “We’re in 2022, and with today’s body positivity movement, the fashion industry should really know better. Brands can’t expect every model or every influencer they’re dressing to be a size 0. I’m an athlete who works out religiously and eats healthily. But these people have the power to make me feel fat. Why is a size 4 not thin enough? It feels cliché at this point to say every body is beautiful, but one cannot say it enough — some people still don’t recognize or believe it.”

As a children’s book author she has penned 21 books. Her book series “The Cupcake Club” became an Off-Broadway show in which she starred. She plays Karina in the Brat TV series “Stage Fright.” As an aspiring fashion journalist she already has a number of credits, covering red carpet arrivals at the Radio Disney Music Awards, the Teen Choice Awards, and New York Fashion Week. She was featured on the most recent season of “Next Influencer” on Paramount+ and she has contributed to Seventeen Magazine and Girls’ Life. Pre-pandemic she wrote a style column for the East End’s Independent Newspaper. She’s now currently writing a memoir.

Berk grew up between New York City and the Hamptons. The first 11 months of the Covid-19 pandemic, during the time she was finishing high school remotely, were spent on the East End.

We caught up with Berk to learn more.

**Let’s start with social media. You have 3.5 million followers on TikTok and 662,000 on Instagram. What has the journey as a content creator been like for you? How did it all begin?**

It’s been crazy. I definitely grew the most over the pandemic. Everyone

was stuck at home and we didn’t have much to do, all looking to social media to stay entertained. That’s really when I started to build my platform on TikTok. There was so much going on in the world and I just really wanted to spread positivity online. So I started making these upbeat videos, product reviews, fitness tutorials, and I started to notice my account take off organically and it’s just grown exponentially to where it is now.

**Talk about the importance of authenticity as a content creator, and always being true to who you are.**

I’ve been bullied a lot throughout my life, especially when it comes to social media — cyberbullying is so rampant. So it’s really important for me to show people the importance of being yourself online and being authentic no matter what everyone else says. I’ve gotten criticism for being too upbeat and “why is she always happy all of the time?” And I’m not happy all of the time. I just posted a video the other day about mental health and being outspoken about that and it’s important to show my followers that it’s okay to not be okay and to be vulnerable because we all have our ups and downs. On social media a lot of things can be filtered or fabricated and as a creator and influencer I want to power others through authenticity.

**You’re an anti-bullying activist, encouraging tweens and teens to practice empathy and respect among their peers. Tell us more about this mission and why it’s so important to you.**

I’ve been cyberbullied a lot. Basically, everyday I get hate messages on direct message on Instagram or on my TikTok comments and I’ve kind of just learned to filter it out, both physically and mentally, using comment filters on TikTok and also just realizing it’s a person behind a screen who has some random avatar as their profile picture most of the time, and they don’t have the courage to show themselves online. I just have to recognize that the person behind the screen could be insecure about something in their own lives. Most of the time it’s not about you, it’s about the other person.

I feel like over the years I’ve had to educate myself about that. It’s difficult, I’m not going to say that bullying doesn’t hurt, because it does, and there are still times that I get hate messages that really sting, but the best practices are to delete and block the person. It’s really painful to me that there are so many young people that are bullying, you see 10 and 12 year olds saying such cruel things online. That’s why I’m so proud to be working with No Bully.



Carrie Berk at the Alice + Olivia Pride Prom at the Parrish Art Museum in 2021. Photo by Neil Rasmus/BFA

It’s this incredible nonprofit organization and they’re teaching kids to practice empathy from a young age. I know that if I learned about this organization when I was 10 or 12 years old, it would have made a huge difference in my life and so many kids around me.

**You’ve written 21 books to date for three best-selling children’s book series. You’ve also co-written scripts for three Off-Broadway shows. Tell us about your career as a writer, and what you’re looking to do next.**

I’ve done a lot when it comes to writing because that’s my biggest passion. It’s my dream to work at a fashion magazine one day. I’m really trying to build my resume as much as possible when it comes to writing, and it’s something I’ve been doing for a long time. I wrote my first book series when I was 8 years old and I’ve carried on that passion throughout my life. I had a blog called Carrie’s Chronicles throughout high school, which, unfortunately, I had to stop because college is crazy and I just don’t have the time to keep up with it on top of freelancing for other publications. But that’s really how I taught myself to be a good writer, just by experience and writing as much as I can.

There was an adaptation of my book series “The Cupcake Club” turned into an Off-Broadway show and I got to collaborate with my mom on the script, which was fun and definitely a new experience and different from fiction writing. I actually got to star as Kylie Carson in the show.

It was important for me to play the main character because she was my heart and soul. I wrote her when I was 8 years old. I am Kylie. In the nicest way possible, no one could have played her or known her as well as I do.

Right now I’m freelancing for CBS Watch, which is really exciting because I watch so many of their shows and it’s just fun to write about the series that I watch at home. I’m also working on my first book that I’m writing by myself, all of my other ones are children’s books that I’ve written with my mom — I like to call it a memoir manifesto. I can’t say too much, but it’s non-fiction and I’m really excited. It’s me pouring my heart out onto the paper and you’re getting a little peek at my life. What I can say is that it focuses on teen romance and teen dating scene as told through my experiences. Think Carrie Bradshaw but for Gen Z.

**Talk a little about “Next Influencer” on Paramount+. What was the experience like for you?**

Going into the show it was exciting — living in LA, which is one of my favorite places in the world, and filming with people who share the same interests as me was really thrilling. Obviously, if you watch the show you’ll see that there was a lot of drama, which was unexpected, but I’m grateful for the experience. There were so many different people coming from different backgrounds and places and I feel like we all had a lot to learn from each other.

**Tell us about your personal style and what inspires that style.**

My personal style — it changes a lot. I kind of experiment... one day I’ll be in sweat pants, the next day in a cute romper. I’ve always called myself a style chameleon. But right now my style is very preppy. I’ll wear frilly skirts just in time for spring. Some of my favorite brands are LoveShackFancy, Stoney Clover, Roller Rabbit. All of the signature preppy brands.

**In the Hamptons, what are a few of your favorite things to do and places to go when you’re in town?**

In the wintertime I love ice skating in the Hamptons. I did that growing up so I’ll always remember that as one of my fondest memories in the Hamptons. I love 75 Main. I used to go to The Fudge Company a lot... And walk around the farmers market.

**Right now you’re in college in New York City majoring in journalism and fashion studies. How do you balance it all?**

It’s not easy. But I’m doing what I’m passionate about, so that makes it much better for me. I love journalism. This has been my dream since I was a little girl, to work for Vogue one day, and the fact that I’m finally learning the tools and the skills that I’ll need to work at a magazine is just exciting for me. I signed up for a class next semester called History of Women’s Magazines and it’s as if that class was written for me. I’m so excited to learn in that class — it’s like my dream class.

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# Spa Day: Escape From Reality

By Lisa Frohlich of Hamptons NY Style



Mother’s Day is only a few weeks away and if you’re looking to spoil the special lady in your life, a spa package can help you do just that. A blissful afternoon of self-care is the perfect way to thank your mom for all the running around she does.

Let her try something new like a Defy Facial, Earth and Sea Body Scrub, or Polarized Light Therapy. Each of these sanctuaries in the Hamptons offers an inviting and intimate space for ultimate rejuvenation and relaxation.

In the photo above, Lisa is enjoying The Baker Spa in East Hampton.



## ONDA BEAUTY

**About:** The Sag Harbor location of ONDA Beauty opened in the summer of 2018. They offer holistic treatments for both face and body, and a carefully curated selection of clean beauty in their retail space.

**Fun Facts:** ONDA has a lovely outdoor space in the back. It’s a bit of a hidden gem. Another ONDA spa location in Hampton Bays is coming soon.

**Giving Back:** Three special ONDA Boxes are featured each year, and a portion of proceeds are donated to a cause close to their hearts. Proceeds from their “Mama Box” in 2021 were donated to Every Mother Counts.

**Signature Services:** The ONDA Signature Facial is their most popular. They recently launched a massage called Scents of Peace which features essential oils to relieve muscle pain, aid in peaceful sleep, boost mood, ground energy, maximize overall detoxification, reduce tissue inflammation, provide anti-bacterial/anti-viral support, minimize feelings of emotional stress, and reduce symptoms of depression.

**What makes them unique:** Their estheticians and massage therapists are truly some of the best in New York. They tailor each treatment to the individual’s needs.

**Location:** 42 Main Street, Sag Harbor  
**Website:** ondabeauty.com  
**Instagram:** @ondabeauty



## JECT

**About:** JECT is a Medical Aesthetics company based in New York, with locations in Bridgehampton, The West Village, Upper East Side, and Westchester. JECT specializes in medical-grade treatments for people who want to look their best, and who prioritize prevention and proper maintenance. Their injectors are all licensed medical professionals specializing in medical aesthetics. JECT opened in the Hamptons during the summer of 2019.

**Fun Facts:** The Bridgehampton store has an outdoor space where they host events, workout classes, and outdoor facials.

**Giving Back:** Some of the charities that JECT is involved with through events or donations are The Ali Forney Center, The Leukemia and Lymphoma Society, and Girls Inc. of New York City (GINYC).

**Signature Services:** Aquagold, Microneedling with Radio Frequency, Gold Standard Facial, and Injectables.

**What makes them unique:** Each appointment is personalized based on a client’s needs and the JECT team works with you to create an individualized treatment plan. For the full JECT experience, they have an exclusive membership program to unlock discounts and perks with other amazing brands.

**Location:** 2414 Main Street, Bridgehamptonn  
**Website:** jectnyc.com  
**Instagram:** @jectnyc



## SHOU SUGI BAN SPA

**About:** Shou Sugi Ban House is a private sanctuary inspired by wellness traditions that value simple beauty and healing properties found within the natural world. Amenities include holistic living, yoga, meditation, fitness, nutrition, advanced skin care, therapeutic massage, hydrotherapy, and a world class culinary program. They opened in May 2019 and span over five acres in Water Mill.

**Fun Facts:** The eight-ton Buddha that sits in front of the Shou Sugi Ban House was on property when the land was purchased, which used to house a sculpture garden. Shou Sugi Ban Spa was named “Best Domestic Spa in the U.S.” by Travel + Leisure Magazine in 2021.

**Giving Back:** Shou Sugi Ban House’s last three culinary events have supported Heart of The Hamptons, East End Food Institute, and Southampton Fresh Air Home. Shou Sugi Ban House is also an ongoing supporter of The Parrish Art Museum, which is located next to their property.

**Signature Services:** Deep Within Massage, Watsu Therapy Aquatic Massage, Thai Bodywork, Lymphatic Drainage Massage, Earth & Sea Body Scrub, Pure Radiance Facial, and Polarized Light Therapy

**What makes them unique:** For the complete experience, spa and healing arts treatments can be combined with yoga, meditation, fitness classes, nutrition workshops, guided beach walks, plant-based meals, and more.

**Location:** 337 Montauk Highway, Water Mill  
**Website:** shousugibanhouse.com  
**Instagram:** @shousugibanhouse



## NATUROPATHICA EAST HAMPTON

**About:** Naturopathica opened in East Hampton in 1995. Over the last 25 years, their Healing Arts Center & Spa has grown into a local landmark serving up radiance-boosting facials and muscle-melting massages to the Hamptons community.

**Fun Facts:** The Spa is a newly renovated facility, including 17 treatment rooms and a variety of services ranging from a signature Defy Facial to Radio Frequency Contouring Services and customized massages. The spa offers individual memberships.

**Giving Back:** Naturopathica is charitable partners with American Botanical Council, Terrapass, and National Alliance on Mental Illness (NAMI).

**Signature Services:** Defy Facial, Chill Massage

**What makes them unique:** The newly added Wellness Program will offer yoga, meditation, dance, and other classes to provide insight into aging gracefully. Naturopathica has an expansive line of products.

**Location:** 74 Montauk Highway, East Hampton  
**Website:** naturopathica.com  
**Instagram:** @naturopathica



## THE BAKER SPA

**About:** The last thing one would expect in a historic 1648 home is a state-of-the-art spa facility, but this is what you’ll find at The Baker House. Although modern in every aspect, builder and designer David Tosher and design consultant Gary Jay Paul created a relaxing, organic space that seems to have always been there.

**Fun Fact:** While their spa is a picturesque place for relaxation, it is only open for guests who are currently staying on the hotel property. This makes it a private and exclusive experience.

**Signature Services:** The Baker Spa is known for their signature Oxygen Facial treatments. They use the Luzern product line, which delivers exceptionally clean skincare with transformative results. Their massage services for individuals or couples include Swedish, Deep Tissue, Hot Stone and Prenatal.

**What makes them unique:** The spa refrains from any outside distractions and provides one treatment at a time. This is an ideal place for rest and retreat.

**Location:** 181 Main Street, East Hampton  
**Website:** bakerhouse1650.com  
**Instagram:** @bakerhouse1650





# The Dee List

## 5 Must-Haves For Mom

By Dee Rivera, founder of Hamptons Fashion Week

Mama, you're doing amazing! You are wearing many hats! Below is a list of items from five brands to help make life a little easier and help pamper you along the way.



1.  
Felina Mom deserves the comfiest and coziest when it comes to lounging and these Felina styles are just the answer! This velour set is an absolute dream for cozy nights and relaxing mornings. \$49.95. Felina's new Cozy Band Slippers are the perfect little gift to keep mom and her feet happy! \$24.95

2.



Mushroom Revival's Bedtime Bundle includes two amazing mushroom tinctures formulated to help support a healthy sleep cycle. This duo is basically like a bed of lavender in a bottle to keep stocked on your bedside table. Take a squeeze straight up or in your favorite nightcap drink. Think of this as a five-second nightly routine to help you snooze like a bear in hibernation. Get those ZZZs, and become so zen that you levitate through whatever life throws at you. Wake up feeling so fresh and groggy-free, you can flying karate kick start your day. \$64.95

3.



Dr. Nigma Serum Dr. Nigma Talib and celebrity Kate Bosworth are each other's advocates. That's why they created this new collaboration called THE SERUM. A definitive face serum with result-driven benefits, it is infused with a proprietary blend rich in hydrolyzed marine collagen, hyaluronic acid, prebiotics, flower, and seaweed extracts that work to restore skin health. THE SERUM brightens and evens out skin tone, visibly improves the appearance of fine lines and wrinkles and protects the skin barrier function. "As someone who believes in maintaining the integrity of the skin for long term goals, I swear by this serum and Dr. Nigma's talent," said Kate Bosworth. "She's helped me with my skin for a decade and has become one of my dearest friends in the process. We are thrilled to be launching THE SERUM together." \$185



4.

Hickory Hills Launched on Mother's Day in 2021, Hickory Hills focuses on designing darling dresses for mother and daughter. Whether you need something for a special occasion, like weddings, birthday parties, or holidays, or you want to elevate both of your closets, they have something you are sure to fall in love with. Founder Kortney Craft-Leet has been drawn to the fashion industry and design for as long as she can remember. As a self-taught designer, Kortney's designs are chic while breaking away from uncomfortable and outdated styles. Each design is also exclusive with limited dresses being made, meaning you receive something created with love and care every time.



5.

Camas Lilly Co. No matter the occasion, you deserve to feel special with timeless and sustainable robes from Camas Lilly Co. Camas Lilly has entirely committed itself to designs that are good for the environment. By strictly using deadstock, they are saving landfills from hundreds of pounds of fabric by turning them into gorgeous robes. On top of their promise to preserve the beauty in nature, they are also embracing the beauty in women everywhere. By engaging in slow fashion and producing small batches, they have the ability to be inclusive to all sizes by providing beautiful robes that fit women from X-Small to 3X-Large. Plus, part of every purchase is donated to local animal rescue shelters in Los Angeles. No matter what, Camas Lilly is honoring you, Mother Nature, and everything she provides.



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