

photographer's
assistant: lauren
ward. stylist:
christine baker.
hair: giovanni
giuliano for redken/
celestineagency.
com. makeup: garret
gervais for select
artist mgmt using
christian dior.
thanks to rick floyd.
vest by igo, tank by
291, shoes by brian
atwood, bracelet by
stephen webster.

"I DIDN'T HAVE ANY LINES, BUT I DID HAVE ONE HELL OF A BAT K."

time after time

**MAD MEN'S
ALISON BRIE**
STEPS STRAIGHT
FROM THE
'60S INTO
COMMUNITY
COLLEGE. BY
DAN CRANE.
PHOTOGRAPHED
BY KEVIN
ZACHER

IT'S PROBABLY foolish to expect an actress from AMC's impeccably styled *Mad Men* to exist as the flawlessly coiffed apotheosis of '60s fashion she plays on the show. But even when a casually dressed Alison Brie (who plays Trudy, wife of *Mad Men*'s smarmy, boy-faced Pete Campbell) chats between takes on the set of her new NBC comedy, *Community*, the blue-eyed actress still seems to have been plucked from another, more refined era.

Brie admits she began taking fashion cues from *Mad Men* early on. "From the start, I think the show did influence my personal style," she says, curled up sultrily on a sofa in her trailer on the Paramount lot, wearing a tight, lavender cardigan buttoned-up to the neck. "You just see how the clothing back then fit women's bodies in a way that accentuated the way that a woman's body is."

Brie walked into her first role on all fours playing Toto in a production of *The Wizard of Oz* at age five. "I didn't have any lines, but I did have one hell of a bark," she laughs. "That's when I knew, standing there looking at Dorothy's knees: This is what I want to do with my life."

After studying theater at Cal Arts and the prestigious Royal Scottish Academy of Music and Drama in Glasgow, Brie did theater in Valencia, California. It was while she was doing this that she first auditioned for *Mad Men*. She landed the part of Trudy after waiting a nerve-racking two weeks to hear from the show's creator, Matt Weiner.

The series, now in its third season, has a dedicated and growing fan base, aided in part by smart marketing efforts by AMC, including a tie-in with Banana Republic, and the clever MadMenYourself application, which allows people to create *Mad Men*-styled icons of themselves for Facebook and Twitter. (Of course, all the awards haven't hurt, either). "It was kind of anti-climactic," says Brie of an attempt to create her own avatar. "I was like, 'Yep, that's what I look like on the show!'"

