



The
Hearst
 Legacy

Amanda Hearst poses at her mother's home in Water Mill, New York. Amanda's great-grandmother Millicent Hearst looked regal in *Harper's Bazaar* in 1921.

Ralph Lauren Collection dress, \$1,898, ralphlauren.com. Christine A. Moore Millinery hat. M + J Savitt pearl necklaces. Bulgari brooches. See Where to Buy for details.



Millicent Hearst at San Simeon

What's often valued now is boho chic," says Amanda Hearst, great-granddaughter of publishing tycoon William Randolph Hearst, flipping through old family pictures. "It's refreshing to see these photos [of my great-grandmother Millicent Hearst] dressed up. There's an emphasis on looking polished." A pillar of New York philanthropy, Millicent, in the words of her son William Randolph Hearst Jr., "liked society with a capital S." This meant throwing theme parties like the American History Ball in 1921 and hosting the likes of Winston Churchill at her husband's legendary California castle, San Simeon. "Costume parties have become a tradition in our family," says Amanda, 23, who still attends dress-up fetes (themes range from cowboy to black-tie to Hawaiian) at Wynton, the family's Bavarian-style compound in northern California.

Amanda herself, however, is based in New York, where she is an oft-photographed fixture on the social scene with a passion for Yves Saint Laurent, Lanvin, and Balenciaga. "My own style is more minimal. I don't like anything too embellished," says Amanda, who recalls grandmother Catherine Campbell Hearst as a very feminine woman who took tremendous pride in her small feet. The story goes that though Catherine's feet grew after she bore five children, she insisted on squeezing into her dainty size 5 shoes—pain be damned. "I'll suffer a little for fashion, but not too much," says Amanda, an art-history student who spends weekends at her mother Anne Hearst McInerney's house in Water Mill, New York, where old Hearst family photos (and antiques from San Simeon) reside alongside contemporary art by Robert Longo and Ross Bleckner. "In my family, we're all very proud of our ancestry," adds Amanda, "and like my ancestors, I find great inspiration in art. That's what I look to." >

INSET: BARRY ADELPHI/DE MEYER/COURTESY HARPER'S BAZAAR