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HAMPTONS

Special
Holiday Issue

Nacho Figueras & Delfina Blaquier

TRADITION AND ELEGANCE RETURN TO BRIDGEHAMPTON POLO BY PETER BRANT

JULY 4TH JEWELS AND JUBILATION!

Classic American BBQ, Celebration Cocktails, Festive Bites



beauty and the beach

MODEL ELETTRA WIEDEMANN TAKES ON THE MIGHTY MONTAUK TRIATHLON. BY LEIGH CRANDALL

Elettra Wiedemann sounds surprisingly chipper given the morning she's had. "I biked 22 miles, then ran three miles, and then swam a mile," she says in regard to her training routine for the 30th anniversary RJA Memorial Mighty Montauk Triathlon. Considered the East End's season opener, the scenic race sees competitors travel across the hamlet with a mile-long swim through Lake Montauk, a 22-mile bike ride along the historical routes past the Montauk Point Lighthouse, and a 6.2-mile run across Montauk's hills.

The MMT is the second race for the model, who completed her first in April at the Nautica South Beach Triathlon. "It's a pretty insane commitment, but I love it," she says of her recently discovered passion for these multisport events. "It takes a while for your body to get used to that level of activity but now it's part of my routine. I wake up at an early hour, am usually done with my workout by 8:30 AM, have a cup of coffee and a healthy breakfast. My goal is to do an Ironman in 2014."

Ambitious aspirations are nothing new for the 28-year-old daughter of Italian actress/model Isabella Rossellini and model-turned-Microsoft executive Jonathan Wiedemann. In addition to being a brand ambassador for Lancôme and, this fall, the face of Tiffany & Co.'s campaign, Wiedemann has brains to match her beauty. She graduated with a master's degree from The London School of Economics and Political Science, where she wrote her thesis on the future of feeding urban populations. "I was shocked at how disconnected everyone had become and how unsustainable the food supply chain is," she says, a realization which led her to create Goodness, a pop-up restaurant most recently seen at New York's Mercedes-Benz Fashion Week, showcasing regionally sourced fare created by celebrity cooks like Mario Batali. "Goodness was really meant to bring people's awareness back and promote local seasonal cuisine and local chefs," she explains about the project, which earned the CFDA's Health Initiative Stamp of Approval earlier this year.

Also on this summer's agenda: tying the knot with British business consultant James Marshall at the end of June. "Life feels pretty full right now," she laughs. **H**

INSIGHT

Summer beauty: "When it comes to anti-aging secrets it's really about sunscreen. I wear Lancôme's UV Expert DNA Shield SPF 50."

Her playlist: "Arguru" by Deadmau5, "You're Speaking My Language" by Juliette and the Licks, "My Friend Dario" by Vitalic

Model Elettra Wiedemann set a new personal best during the Mighty Montauk Triathlon.