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In the BAG



Workaholic celebrity stylist Rachel Zoe has an addiction: the Birkin. She owns six so far, but what does she keep inside them?

Photographed by Richard Pierce

Sunglasses "I always have at least two pairs. My latest obsession is a vintage tortoiseshell pair by Chanel. Then I'll have a larger pair, like Tom Ford's."

Costume jewelry "I carry a pouch of costume jewelry, like a layered, long, dangly necklace, to glam up an outfit. Lately, I've also been carrying my bracelets from QVC that I throw on with cocktail rings."

Lancôme Génifique Eye Youth Activating Concentrate "I carry a plethora of eye cream and use it throughout the day."

3.1 Phillip Lim sleeping mask "I have a camel-color sleeping mask from Phillip Lim that's satiny on the outside and cashmere on the inside. It's awesome for the plane."

Pen "I always try to keep a nice pen in my bag. Right now it's a Cartier."

Ricola herbal cough drops "I need these because I talk so much."

Jeanne Lanvin EDP "I mix it up a lot, but I tend to wear floral fragrances with earthy notes like gardenia and amber."

Chanel Le Vernis in Intermezzo "It's a pearly metallic white, which just seems to go with everything."

Sharpie "As a stylist, you need a Sharpie for labeling returns and for marking photos."

Dior 5-Colour Artistry Palette in Smoky Design "It gives you a little smoky eye or some sparkle."

Bag: A Birkin "As a stylist, I see everything, and a Birkin is timeless. They only appreciate in value and—I know this sounds like a rationalization—I do believe it's like collecting art. I never get tired of looking at one. There were rose petals leading up to my first one—my husband gave it to me."

Olympus Stylus 12-megapixel camera "The best thing about this camera is it has a 10X optical zoom. Now that Polaroid is no longer, my whole life has converted to digital."

Moroccanoil "I carry a mini bottle to freshen up my hair and tame frizzies on the go. It's life-changing."

Chanel Rouge Coco Lipstick in Rouge Noir "It's my day-to-night situation."

Naphcon A eyedrops "I have supersensitive eyes—they're light and get really dry."

Arcona Hydrating Serum "I put this on under my makeup."