

Gifted with brains, beauty and a bank account fit for a princess, the lady of the house has re-defined the woman of the '90s, bringing to the table some pretty impressive cards of her own. Following is a true

# REALITY CZECH

BY JUDY DI EDUARDO

BORN ON FEBRUARY 20, 1949 IN THE GRIM factory-town of Úlín in eastern Moravia, Ivana Maria Zelníková was never big on fairy tales. Living under a communist regime has a way of dampening a little girl's penchant for fantasy. No matter. It's clear her sights were honed for more earthly pursuits. And her U.S. arrival signaled the beginning of a story that's continuing to be told.

The media blitz of her marriage to business tycoon Donald Trump was matched only by her subsequent divorce. The financial settlement is estimated at \$25 million, \$10 million of which was in cash. Not bad.

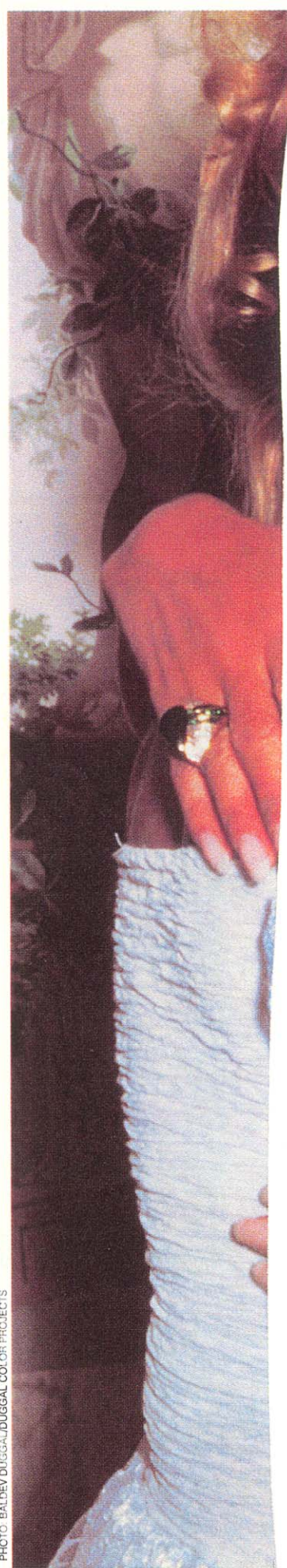
Having outgrown her dutiful-wife-and-

hotel-executive role, Ivana's search for a new identity is over. Her knack for turning a buck has landed her big American success — with millions still waiting in the wings.

Armed with a relentless drive for success and Cosmo cover looks, the 44-year-old beauty has emerged the ultimate woman — bullet proof ego and all. Whether the topic is bonds, boats or baubles, she can run with the best of them.

Among only two other heroes, Lendl and Navratilova, Ivana is somewhat of a national Czech treasure. As for Palm Beach? The old guard holds its collective breath while the rest of us just want to get a seat next to her.

PHOTO: BALDEV DUGGAL/DUGGAL COLOR PROJECTS









**PBI** The year 1990 was perhaps the most tumultuous of your life, bringing with it your divorce from Donald, the loss of your job as president of The Plaza Hotel, and the loss of your father, Milos, who at age 63 died of a heart attack. How did you deal with these losses? Was your father's death a catalyst to your divorce?

**IVANA** It was not an easy time for me. Losing my father was incredibly traumatic. He was an extraordinary individual. Two weeks after his death I filed for divorce. I think I just wanted to get a horrible year over with. But the entire ordeal made me stronger than ever.

**PBI** Isn't he the person who taught you how to ski when you were two?

**IVANA** Yes, and I won my first race when I was six.

**PBI** You went on to make the junior nationals at age 15. But in 1972 you must have been extremely disappointed to have been passed over for the Czech Olympic team ...

**IVANA** ... I was the alternate and I did very, very well. Everyone should be so lucky to be an alternate in the Olympics! No, I was never disappointed.

**PBI** Tell me about your family. I understand that you are very close.

**IVANA** Yes, we are. I have three children: Eric 10; Ivanka 12; and Donald, Jr. 16. They are wonderful. Family is the most important thing in anyone's life. You know, Judy, no matter what happens to a person, no matter what the tragedy or difficulty, having your family makes all the difference in the world.

**PBI** Were these the values you were taught growing up?

**IVANA** It was a way of life, not a certain attitude. As an only child we were a small family, very strong, but small. They did everything for me and nothing, absolutely nothing, was more important to them than keeping our family strong. And now that I have a family of my own, I feel the same way.

**PBI** You have a hectic schedule that involves extensive and frequent travel. Do you ever wish you could stay home



**“A woman is like a tea bag. You never know how strong she is until you get her into hot water.”**

and bake cookies?

**IVANA** There are a lot of moms who bake cookies from morning to evening and I think that's great. For some moms, though, that is not enough. They also want a career. I could never be idle, especially in an era when women are beginning to see they can have it all. You can be a mother, you can be a wife and you can be a woman. The biggest challenge is balancing everything. Too much of anything — even baking cookies — is no good. Just being a woman is a big job. It takes more and more to look beautiful as time goes on.

**PBI** So how long does it take you to get ready in the morning?

**IVANA** I'm very fast. I have it down to a science. If you told me that at 6 p.m. this evening there is a black-tie dinner, I could be ready in 45 minutes. That includes everything, from washing the hair to picking out the jewelry. With all of my appearances and photo shoots, I have to be self-sufficient and do my own hair and makeup. I travel a lot and can't be taking people with me.

**PBI** You are always so impeccably dressed — always in fashion, always stunning. But when you are home and the cameras are far away, is there another side to Ivana? Do you dress in sweats and put your hair in a pony tail?

**IVANA** A pony tail? No. Not me. I do have a body suit which I like to wear with nice slacks and a cashmere sweater. Jogging pants are for jogging and they look sloppy. I like to look neat because there are always people coming in and out of my house. I may not be wearing makeup, but I never look sloppy. I'm not the kind of person who can walk around with a spot on my tee-shirt. It's not me.

**PBI** We see you occasionally here in Palm Beach, mainly during charity events in which you are heavily involved. But no trip to the Island would be complete without shopping. What are your favorite stores here? Favorite designers?

**IVANA** It's funny, but I don't shop very much. It's all too time consuming and I just don't have the time. But when I am on the Island I love to go to Worth Avenue — the boutiques, art galleries and antique shops. I also like the Esplanade. It's nice to go to Café L'Europe and then visit the shops to buy special gifts. I also go to Georgette Klinger for a facial when I'm in town. Last year, my mother and a lot of her friends from Europe came for a visit and when they did they went to the malls. They loved it. They were like kids! They bought bags and bags of things. They had a lot of fun.

**PBI** You've been jetting to Paris couture shows every January and July since the early '80s — spending an estimated half million a year on clothes. Who is your favorite designer?

**IVANA** It would never be fair to pick just one!

**PBI** In May 1992, *For Love Alone*, your first novel was published as the first installment on a \$1 million, two-book contract. CBS purchased the TV rights and the mini-series is currently being filmed in Montreal. Why do you insist that the 532-page novel is not autobiographical, even though the characters

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parallel your life with Donald? (The heroine, Katrinka, a beautiful Czech skier-turned-model who marries — and divorces — a rich American who runs a Manhattan hotel. The second book, *Free To Love*, was published last October and returns to the world of Katrinka and friends.)

**IVANA** All of this talk about this being about my life is total nonsense. I simply wanted to show people — particularly in this country — what it was like to live under a Communist regime; how much courage and guts it took to survive and be a success. Just because there are similarities with regard to the characters and settings doesn't substantiate an autobiography! I chose those things that I knew. That's as far as it goes. Katrinka could have just as easily been an East German skater who married a Frenchman!

**PBI** Your latest literary endeavor, *On My Own*, is a non-fiction work outlining advice for women on a variety of subjects. Some of your topics are fairly specific: how to handle the children during a divorce, how to hire a lawyer, how to ensure one's financial future. Is this a compilation of guidelines that you have lived by or is it a retrospective of lessons learned?

**IVANA** Yes, of course it is based on my experiences — everything I had to go through during my separation and divorce. I also have a lot of friends whose experiences are part of this as well. One of the chapters, *What Every Woman Should Know About Her Husband*, is quite specific. In fact, there may be men who hate me for this but that's too bad. There are some things every woman should know. And while the subject is very serious, there is some humor. When you look back there is always some humor. We need to laugh. We need to cry. We need to find our strengths and make success happen.

**PBI** And the challenges are many. In fact, today's world presents women with unparalleled choices. What advice would

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you give to women about finding the right man?

**IVANA** That's tough. You first need to know what's important to you and what you want. I take two sheets of paper. On one I put what I love to do — travel, opera, Broadway shows, play with my children, garden, work. In another column I put what I hate. For example, I hate golf. I don't hate it I just don't like it very much. On the other piece of paper I do the same for the man in my life. You have no idea how revealing this can be. Again, it's easy to look back and see things.

**PBI** While you have no formal business training, from May 1988 to September 1991 you were president of the then-failing Plaza Hotel — putting it in the black and back on Manhattan's A-list. How did you do it? Was your tenure as CEO of Trump Castle Casino Resort in Atlantic City your training ground?

**IVANA** I started in 1977 with the Grand Hyatt Hotel where I earned my stripes. I learned so much. No, I do not have any formal training but I do have a certain knack for the hotel business. Being given the opportunity was the easy part. It took an extraordinary amount of hard work to succeed. I believe that you must have it in your heart — in your blood. No business school can give you that.

**PBI** Let's talk about your companies.

**IVANA** Of course. Under Ivana, Inc. I have two companies: one that handles my literary projects and real estate endeavors, and the other which is House of Ivana handles my clothing, jewelry and cosmetics lines which are marketed through the Home Shopping Network. My spring collection was a sell-out, breaking every HSN record in the process.

**PBI** Your interest in Ken Lieberman is matched only by your affinity for 50-year-old Italian businessman Riccardo Mazzucchelli, whom you met in June 1991 and have been making the rounds with ever since. Could this be love?

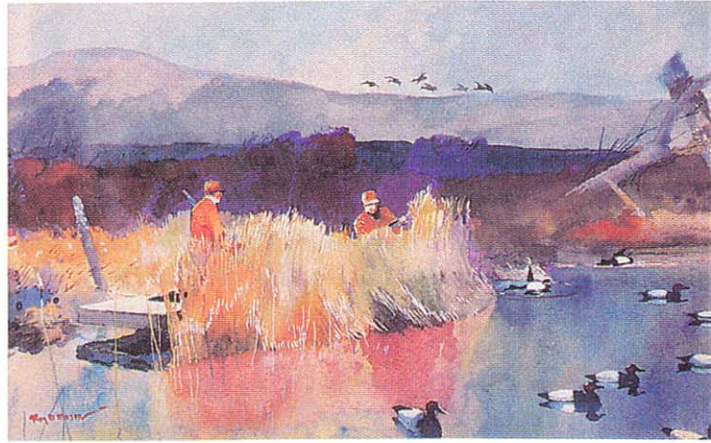
**IVANA** That's quite personal! All I

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*Ivana continued from page 107*

can say is that Riccardo is a great, great man and we enjoy each other's company very much.

**PBI** *What are Ivana Trump's plans for Palm Beach? Are you planning a move here?*

**IVANA** I love Palm Beach and I very much want to be a part of it. Yes, I am presently looking for a home. I had been coming to the island for eight years, ever since we bought Mar-A-Lago. I now have the right to stay at the property each March, which I will be doing this year. However, should the property be turned into a club, I would no longer stay there.

**PBI** *Is it true that you may open a dress shop on the Avenue?*

**IVANA** I will definitely go retail at some point in time just to represent my work on that level. I would probably have one boutique in Palm Beach and one in New York. But for now, I'm staying with the Home Shopping Network. I go on the air for six hours over two days, I sell two to three million dollars worth of merchandise and I go home. They take care of the shipment, the inventory, everything. Retail is a whole other matter.

**PBI** *Your advice to women for 1994?*

**IVANA** This is your year! Thrive, don't just survive. Most important is self confidence. There will always be people who put you down. But if you have confidence, you will overcome this. Next, discover what you are good at, set a goal and go after it. It doesn't matter who you are or what obstacles appear to be in your way. Look at Martha Stewart. She started out baking cookies and look at her now. She's tremendous! You don't have to be a rocket scientist. You just have to believe in yourself. In one of my speeches I say something that Eleanor Roosevelt once said: "A woman is like a tea bag. You never know how strong she is until you get her into hot water." And if you've ever been in hot water, you know what I mean! ♦