

LOOK WHO'S TALKING

KOREY KARNES
PHOTOGRAPHY BY KENDALL KARMANIAN



SWEET SUCCESS *Katrina Markoff wants to bring peace to the world—one chocolate at a time*

As the owner and founder of Vosges Haut-Chocolat, 32-year-old Katrina Markoff has one of the sweetest gigs in town. Best known for her exotic truffles—which mix typical candy ingredients like caramel and chocolate with hard-to-fathom flavors like curry and wasabi—Markoff has transformed Vosges from a one-room operation (she started the company in her Logan Square kitchen) to a national success story. Not only are her signature purple boxes sold in Bergdorf Goodman and Neiman Marcus, she also has five stand-alone “Purple Houses” (as she calls her chocolate boutiques) scattered throughout New York, Las Vegas and Chicago.

Her newest store in Lincoln Park is undoubtedly unlike any candy

store you’ve ever seen. Inspired by Markoff’s numerous jaunts around the globe—she studied at Paris’ famed Le Cordon Bleu culinary school and apprenticed at restaurants in Spain and Thailand—the primarily purple space boasts quirky items such as Tibetan prayer wheels, Indonesian puppets and Mexican “Day of the Dead” mementos. Along with a bar that serves hot chocolate, espresso and ice cream, there’s also a yoga/lifestyle room filled with Japanese lilac trees upon which patrons can hang a wish. “I designed the store to harmonize with the idea of traveling the world through chocolate,” she explains. “Chocolate becomes the medium for exploring diversity.” Now that’s a sweet idea. www.vosgeschocolate.com ■

HOTS: Rochas’ fall 2005 line, old LP albums, red velvet cake, Jason Scher (my new husband), cultural awareness, peonies, the Casa Camper Hotel in Barcelona, laying under a full moon, 1968 Harley Davidsons **NOTS:** H2 Hummers, smoking in public, pollution, vulgarity, hydrogenated fat, rudeness, narrow-mindedness, pornography, bad service, people that say juice is fresh-squeezed when it’s not, when people say “It’s not possible”