

# Insider

## FASHION FEET

If you've lived in Palm Beach long enough—since the 1970s, to be precise—then you've probably spotted the Rare Bird of Fashion, aka Iris Apfel, in her natural habitat. A sartorial icon famous for her large eyewear, Apfel recently collaborated with the undergarment company **Happy Socks** as part of its Local Hero project, which seeks to spread happiness by working with creative individuals around the world. Happy Socks tapped Apfel to craft a collection of socks and men's underwear that captures her vibrant personality. Here, Apfel chats with *PBI* about the collaboration and her own sense of style. ([happysocks.com](http://happysocks.com))

**PBI:** What is your top tip for coordinating your Happy Socks with an outfit?

**Apfel:** I don't know that you have to coordinate because the thing I like about socks is that they can be shown brazenly or they can be hidden. There are a lot of people who want to express themselves but don't have the guts to wear something far out. As a matter of fact, I [know] a gentleman who is about as conservative as you can get—he's absolutely impeccable—and he wears Happy Socks. I think that's a great thing. He can feel like he's being conservative and a little bit wild but it doesn't show—he knows it.

**Do you view pairing socks with sandals as a fashion taboo?**

I get very angry with fashion taboos. I think you can wear anything you please if it makes you happy. If other people don't like it, it's their problem, not yours.

**You're often described as the Rare Bird of Fashion. Do you have a spirit bird?**

I never thought of having a spirit bird, but my logo at the Home Shopping Network is the owl. They call me the Rare Bird, and I think in a way the owl is a rare bird. I like the fact that he's a night bird and I love that he doesn't look like any other birds. He's his own true bird.

**How does living in Palm Beach influence your personal style?**

I've been a resident of Palm Beach since the early '70s [so] I'm no Johnny-come-lately. Whatever I experience influences me silently. I don't dress differently, really, anywhere I go. I take myself with me.



BILL GENTLE