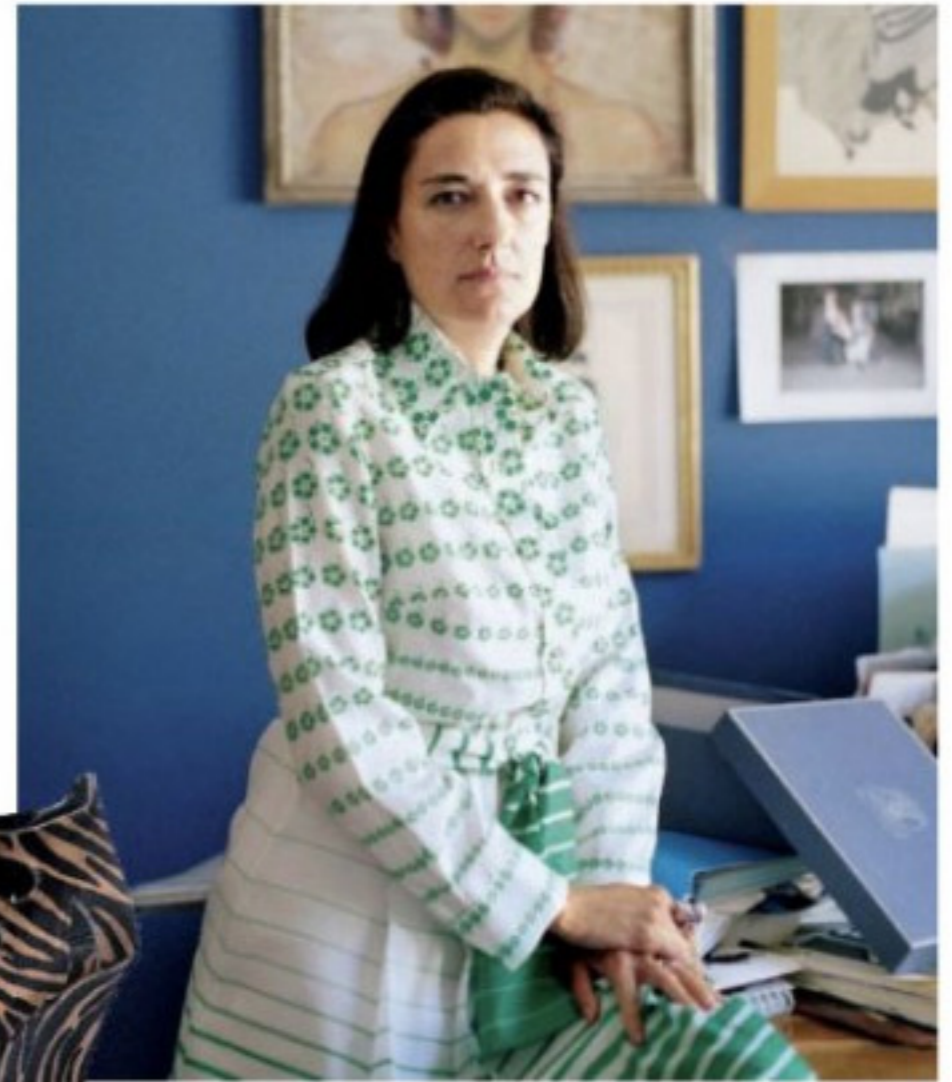


PAOLA'S BEAUTY HAUNTS According to Paola Bay, who designs Zoraide, a line of handmade shoes coveted by the cobbler cognoscenti, the elegant Milanese woman has a beauty regimen that mixes tried-and-true with up-to-the-minute. **SANDRA BALLENTINE**

1 Bay works out at Caroli Health Club, one of Milan's most exclusive gyms. "It's never full, and most of the people who go there are fit without being too pumped-up," she says. "Fabio, my personal Pilates trainer, is wonderful, and knows immediately if I am ready for a heavy session." 2 The designer buys handmade combs, brushes and manicure scissors at G. Lorenzi, Via Montenapoleone, 9; lorenzi.it. 3 She calls Dr. Annabella Campiotti "the most amazing Milanese secret." Campiotti's patients include many of Italy's most famous fashion designers (and George Clooney, when he's in town). Known for using vitamin drips, supplements and the latest lasers, she can be reached at hmc.milano@hospitadella.it. 4 When it comes to extreme pampering, Bay says there's no better place than the spa at the Bulgari Hotel, Via Privata Fratelli Gabba, 7/b; bulgarihotels.com. 5 Milanese families have relied on the remedies at Farmacia Comotti for generations. "I use their calendula cream for dry skin and canfosalicilica [shown here] for muscle pain." Piazza Cavour, 5. 6 Another classic: the 106-year-old Antica Barbieria Colla, where Bay had her hair cut as a child. "It's a typical Milanese place nestled amid aristocratic palaces on a side street near La Scala," she says. "Luchino Visconti and Luigi Pirandello used to go there." Via Gerolamo Morone, 3.



High profile Left: a Zoraide shoe; about \$890 at Barneys New York. Above: Paola Bay at home in Milan.



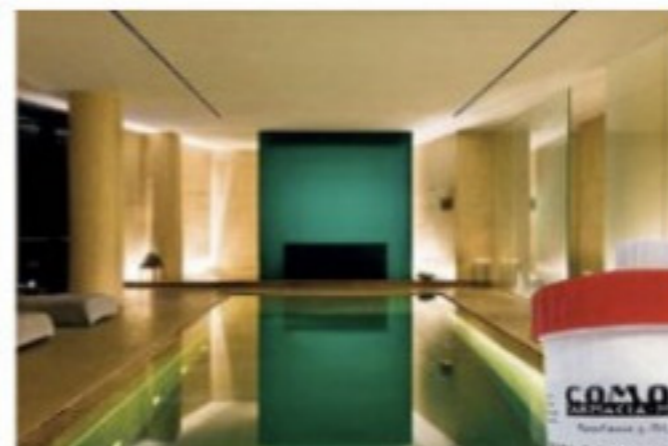
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