

Style **Exclusive**

Dressed for her wedding to Sean Penn, 1985

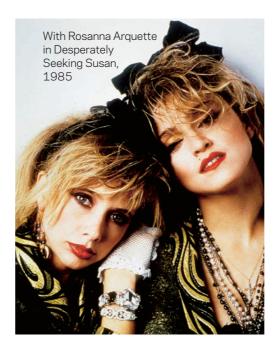


SUSAN SEIDELMAN Director of Desperately Seeking Susan, 1985 "Self-confidence.

That's what first struck me about Madonna.

She was relatively unknown when we were casting Desperately Seeking Susan. She arrived in a taxi at the casting office, but without money to pay for the ride. She hurried into the office and asked a girl at a desk for money to pay the taxi. I remember everyone commenting on what a cheeky thing that was to do. I don't know if she ever paid the girl back, but when I heard the story, it fitted the free-spirited character of Susan perfectly.

We shot the first scene on St Mark's Place, in the East Village it's the scene where Susan spots a newspaper article about the stolen Egyptian earrings. It was all very low-key: no security guards, no entourage, no spectators. By the time we finished filming the movie only nine weeks later, the Like a Virgin album was about to be released and she was on the cover of Rolling Stone magazine. We suddenly needed security guards to film on the street as her presence was drawing big crowds of autograph seekers and paparazzi - and the film was now being referred to in the press as 'the Madonna movie'. Crazy."





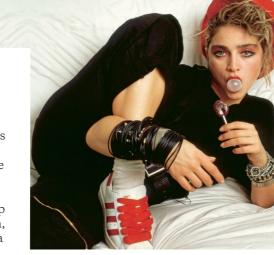
MARLENE STEWART

Costume designer, 1985-1991 "From the moment I met her I could tell she had a razor-sharp

focus. She knew what she wanted even if she wasn't sure of all the steps to get there. When we had wardrobe fittings for Express Yourself, Vogue or photoshoots, I would bring along clothes from my closet as well as vintage rentals, and it would be like girls playing dress-up with black lace and corsets, or a showgirl outfit. She never wanted to buy designer clothes. Dressing up was a way of acting out her dreams and who she wanted to play, whether it was the man in a suit, the seductress, the innocent girl or the vixen. I designed Madonna's wedding dress for her marriage to Sean Penn in 1985 and was bringing it with me to the wedding, when I was stopped by security down the road because I didn't have any ID. It took a while for him to finally verify, through a walkie-talkie, who I was. I made it to the wedding, where Herb Ritts took the photos, including one where I was under the dress making sure her garter stayed up."









MAUREEN ORTH

Journalist "I'd been a contributor to Vanity Fair for four years when I interviewed Madonna

for the 1992 cover story to mark the release of her coffee-table book Sex. For the magazine shoot, she was dressed up like a little girl and posing provocatively — you definitely couldn't get away with it today. Madonna's publicist asked me to do the interview as she thought we'd get on — she described us as 'two smart women'. I went to her apartment in New York. She was very business-like: not unfriendly, but not a warm and fuzzy person either. Taylor Swift once baked cookies for me; you'd never catch Madonna doing that! We were there to discuss the book, but she wouldn't let me turn the pages. She was in control. I asked her whether her ex Warren Beatty had taught her much about building an empire. She responded that she already had an empire and that, if anything, she taught him. 'It's meant to be funny,' she told me of the book, but people didn't see it that way. I never heard if she liked my interview, and that was the last time I met her — though when I started investigating Michael Jackson in 1993, I learnt he kept a white cobra he named Madonna. Clearly, megastars are competitive with one another."

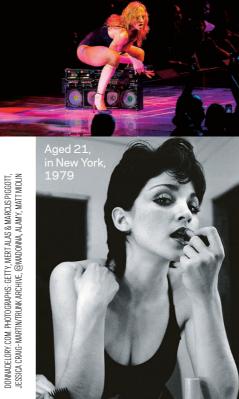




DONNA DE LORY Backing singer, 1987-2007 "We always sang

Holiday before going out on stage before

every performance, that was our ritual. I think because it was so fun and upbeat. What I remember most about Madonna was her stamina — literally, I tried to go running with her once and couldn't keep up. And fearless, fear is not an option for Madonna. We performed at the Staples Center, LA, two or three days after 9/11 in 2001. It was the last venue of the Drowned World tour and everyone told her that she didn't have to go on if it would be too difficult. She was so bound to New York, after all. It would've been easy to cancel, everyone would have understood. She wouldn't hear of it. Performing that night was the most vulnerable I'd ever seen her. It was so soon after the attack, we were all in shock, but she pulled us all together and told us how much she appreciated us. To me, it summed up what she was about, that nothing was going to stand in her way and that nothing would make her fearful."







GINA BROOKE

Make-up artist, 2004-15 "I call her M. I've never called her Madonna. The

Confessions Tour [2006] was all about disco, so I had little fake diamonds glued to fake eyelashes. We had a small area beneath the stage where we would change her wardrobe between songs. It was so quick we would have to choreograph the movements, so when the stylist was pulling off her boot, someone else was taking off the jacket, another person was changing her hair. One day she said to me, 'I want you to do an eyelash change in the middle of my performance.' I mean, literally you have seconds. I can't say to her, 'That's impossible.' If you don't know how to do it, you have to figure it out. I used to have panic attacks before that lash change, because I'd have less than a minute and a half to put them on amid everyone else, and one wrong move and you can glue the eye. I never made a mistake and it was simply out of fear! She always gives 100% so if you don't too, then she has no use for you. The first time we met was my 'audition' in her hotel room. We sat down in her bathroom and when the hairdresser turned on his hair-dryer my beauty light blew. I asked if she minded moving to the window. She told me she did mind. So I had to do half her face with terrible lighting and her asking questions about every single product. When I'd finished one side, I said, 'Do you mind if we move to a window now? Because I really can't see what I'm doing.' She said, 'You've already asked and I said no.' I replied, 'When you see your make-up, don't blame me. I can't do make-up without proper lighting.' She looked at me, gave me a small touch on the arm and said, 'You know what? I like you.' She was testing me. I did her make-up on four tours after that." ■



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