



# Isn't That Rich?: Life Among the 1 Percent

*Richard Kirshenbaum*

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**Isn't That Rich?: Life Among the 1 Percent** Richard Kirshenbaum  
**Celebrated ad man Richard Kirshenbaum, the original New York observer, reveals the fashions, foibles, and outrageous extravagances of the private-jet set**

Paid friends. Pot dealers draped in Dolce. Divorce settlements that include the Birkins at their *current* retail price. Air kisses, landing strips, and lounge-chair bribery.

For most of us, the idea of life inside the golden triad of Park Avenue, Sagaponack, and St. Barths is just as exotic as the mysteries of the Bermuda Triangle. Luckily, Richard Kirshenbaum has a VIP pass to the Upper East Side and is willing to share the wealth—of gossip. His *New York Observer* column on uptown social life provides a fascinating glimpse behind the gilded curtain into the swanky restaurants and eye-popping vacation destinations where the 1 percent gathers.

*Isn't That Rich?* features highlights from Kirshenbaum's monthly column as well as several brand-new essays. From cash-strapped blue bloods willing to trade their good names for a taste of nouveau riche treasure to the fine art of donning a cashmere sweater in Capri, our intrepid correspondent exposes the preoccupations of the posh. His insider sources may be anonymous, but "his up-to-the-minute portrait of today's 1 percent is both insightful and a joy to read, no matter what tax bracket you're in." (Mortimer Zuckerman)

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