

# CRAIN'S

## NEW YORK BUSINESS



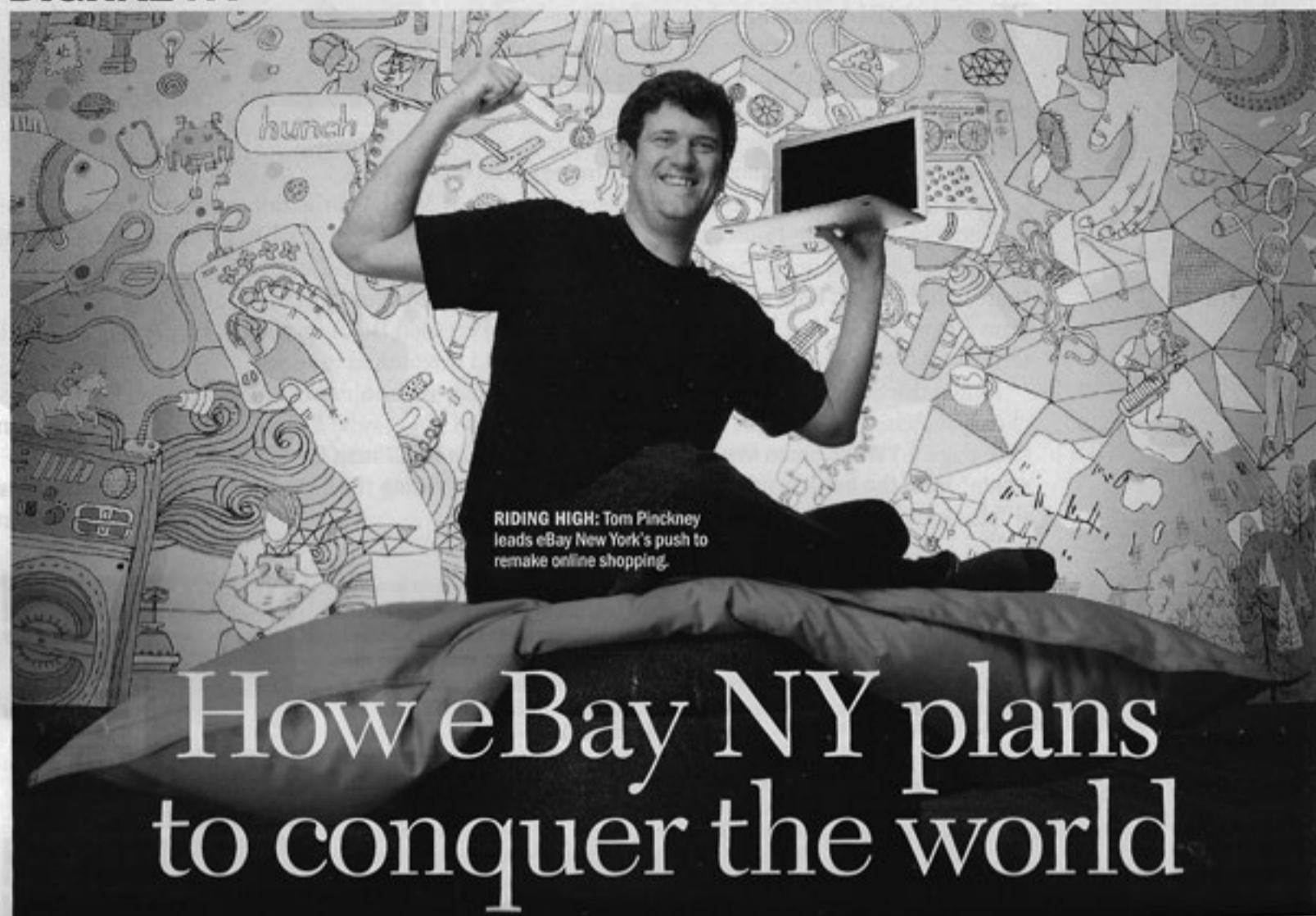
**FOUR MEN IN A ROOM**  
If only we could listen in on *that*  
Albany conversation... **PAGE 6**

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### DIGITAL NY



**RIDING HIGH:** Tom Pinckney leads eBay New York's push to remake online shopping.

# How eBay NY plans to conquer the world

## WTC site sits empty as rivals lease up

With no big deal inked since Condé Nast, all three buildings there have huge vacancies

BY DANIEL GEIGER

The 408-foot spire that will crown 1 World Trade Center as the tallest building in the hemisphere was lifted last week to the top of the 104-story tower, the latest milestone in the \$14 billion rebuilding of the trade center site.

Down below, however, there is less to celebrate.

As of today, more than 3 million square feet of vacant office space is expected to open



**TOUCH-UP:**  
Photographer Melani  
Lust with client  
Christina Winholt  
Raccuia

# Face value

The latest wrinkle in cleaning up social-media pages?  
Deleting those fine lines and furrows

BY ALIX STRAUSS

**L**isa Rosenstein, a new employee at executive recruiter Nexxes Group, recently snapped a quick photo with her soon-to-be boss, Sandra DiFiglia, in Central Park using her iPhone. It turned out to be a good one, but one she wasn't quite ready to upload to her Facebook page. "I wanted to brighten my eyes and skin tone and fix the background," Ms. Rosenstein said. "I'm starting a new job, and when people look me up, I'd like to appear as attractive and professional as possible." "In today's cyberworld, "say cheese" is becoming a dreaded command. As private is easily made public, and anyone who wants to

can follow you virtually with the click of a mouse, people are becoming acutely aware of the dangers of playing candid camera. With competition in the job market remaining fierce, especially among those over 40, looking old or unprofessional could mean the difference between landing a job and landing on the unemployment line. Trashing embarrassing party shots is a given, but for

31%

**INCREASE** in requests for plastic surgery by consumers looking to improve their social-media photos, 2012 over 2011

Source: American Academy of Facial Plastic and Reconstructive Surgery

\$295

**COST** of a half-hour session for Facebook and LinkedIn

# Best face forward

Continued from Page 21

level are enlisting professional photographers to snap and retouch profile pictures submitted to such sites as LinkedIn, Twitter and Facebook. Even photos snapped on the fly are getting makeovers via such apps as Visage Lab Pro and Perfect365.

## Doctoring it up

"The first thing someone does who's considering hiring you is to Google you, then look at your Facebook and LinkedIn page," said Drew Lipsher, a digital-media corporate-development strategist and senior client partner at Korn/Ferry International.

"A first impression is no longer in person," he said. "I think that's where the trend to fix your photos is coming from. Doctoring up your photos so you look younger or more attractive is no different from getting plastic surgery, except that getting professional photos airbrushed to remove your flaws is cheaper and can always be undone."

For some, a nip-and-tuck is a reasonable prelude to any photo session. After all, many want their virtual and physical realities to mesh. According to a survey by the American Academy of Facial Plastic and Reconstructive Surgery, there was a 31% increase in requests for plastic surgery in 2012 as a result of consumers seeking to improve their social-media photos, compared with the same period in 2011.

Indeed, plastic surgeons are seeing an uptick in business prompted by social media. "Over the past year

or so, 30% to 50% of my patients who want work done, specifically the eyes and nose, want it because of social media and the way they feel they look in their photos," said Dr. Sam Rizk, director of Manhattan Facial Plastic Surgery. "The 30-



LinkedIn

**Christina Winholt Raccuia**  
Psychotherapist at Washington  
Greater New York City Area | Mental

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## Social-media images 'have become the new first impression'

to 50-year-old age group wants to keep up with the competition physically. People want to hire those who look younger but have high qualifications. If you look tired or have bags under your eyes, it can be perceived as a lack of motivation or sleep, neither of which is good."

Melani Lust, an award-winning photographer, created a social-media package because the demand for professional photos was so great.

"I started getting 10 to 12 calls a week from people asking if I take photos for the Web and if I do touch-ups," said Ms. Lust, who has an apartment on the Upper East Side that she also uses as a studio.

"Most people are in their 40s and are real estate agents, mortgage brokers, doctors and lawyers," she said. "I use a lot of reflectors to get rid of wrinkles and shadows, as that's one of the first things people want. Then we have a big discussion on how much retouching and slimming we should do. I keep telling people you can't remove every line and every wrinkle; people won't recognize you."

A half-hour session costs \$295 and includes two studio shots. The client brings two outfits: casual for Facebook, more professional for LinkedIn. Usually, Ms. Lust said, once photos are Web-ready and sent to clients, they're uploaded within minutes. "Then they friend me, which is funny because when I see my friends, I see all my pictures," Ms. Lust added.

## Blurring the lines

For Christina Winholt Raccuia, a psychotherapist in the West Village who opted for Ms. Lust's social-media service, creating a neutral but inviting photo was important. "I'm new to Facebook. I [use privacy controls], but patients who do a search can still see me," she said. "I have to be very careful of the kinds of pictures I post. We live in a visually oriented society, and people like to know who they are dealing with and what they look like."

# SOURCE LUNCH:

SCOTT AMBROSE REILLY

by Matthew Flamm

## His experts tunes for a

Music lovers can be overwhelmed with choices as they browse iTunes and Amazon. That's where X5 Music Group comes in: Founded in Stockholm in 2003, the company has built a \$14 million business creating digital compilation albums mostly from the classical catalogs of smaller labels. Two years ago, the digital-only company brought on former Amazon music executive Scott Ambrose Reilly as CEO, North America, and set up an outpost in the Empire State Building. Last month, the firm launched a joint venture with Universal Music Group called U5, which will release more than 50 albums a month compiled from the music giant's classical, blues and jazz catalogs. It has the music for every mood.

With all the different ways to buy or stream music, why does anyone need X5 to put together *The 50 Darkest Pieces of Classical Music* or *Blues 'N Booze*?

In the digital world, there's unlimited shelf space—20 million tracks in all the stores. That's utopia for music geeks, but it becomes noise to people who aren't exactly sure what they want to listen to. So if you're in the mood for

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## MAINTAINING PRIVACY ONLINE

TO AVOID DRIVING EVES

**TO AVOID PRYING EYES,** manage who can view your Facebook page. Click on the snowflake-like icon found at the top right and go to privacy settings. Under "Who can look me up," make sure it says "friends."

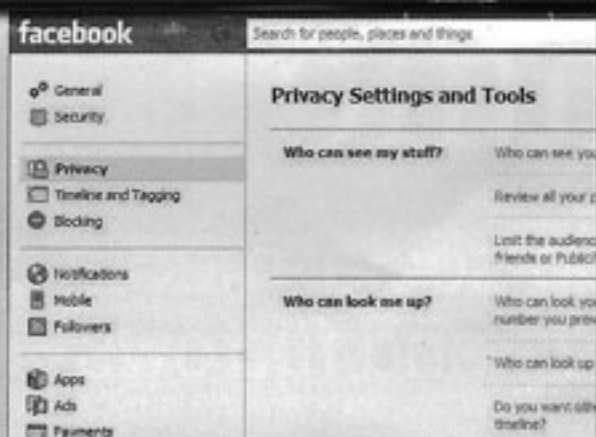
Then go to timeline and tagging, found to the left. The eight questions there provide even greater control. For example, make sure the setting is on "Review posts friends tag you in before they appear on your timeline." This way, you'll be notified, and a post will not appear on your page until you give your permission. There's also a "From their eyes" setting, which lets you see your page as others looking up would.

## MAKING IT PICTURE-PERFECT

**TO GET THE BEST LOOK ONLINE,** follow these photo tips. "Women should look up slightly toward the camera and raise their eyebrows to create an attractive look of large eyes," said Dr. Jeffrey Spiegel, a plastic surgeon and a professor at the Boston University School of Medicine. "Men should slightly protrude their chin, as it creates a strong face and eliminates a double chin. Everyone should lean their neck toward the camera and stand at an angle. This creates a slimmer body profile and adds some interest to the photograph."

And blink just before the camera goes off. "Blinking will help guarantee that your eyes are not closed during the picture and will produce the most open and bright eyes," Dr. Spiegel added.

—ALIX STRAUSS



Those who want to enhance their photos without shelling out a small fortune can download a host of apps. With the programs, users can brighten their teeth, clean up complexions, remove wrinkles or make their eyes sparkle. Visage Lab Pro, dubbed "a professional beauty laboratory," costs \$1.99. Beauty Booth Pro, also \$1.99, claims its filter effect automatically "analyzes and optimizes the tone of your skin according to your surrounding environment, while acne, scars and freckles can be erased." Perfect365, which is free, does the above and offers the tools for a makeup makeover.

For a head start, cosmetic companies are introducing powders and foundations for the digital era. For example, Cargo says its blu\_ray pressed powder is the first designed for high-definition filming, giving wearers an airbrushed appearance. L'Oreal RevitaLift Miracle Blur foundation offers a similar effect.

"We'd like to all think we're better than just reacting to someone's photo," said Mr. Lipsher, "but it's become the new first impression. Never underestimate the power of vanity." ■

some blues or some classical music to listen to over dinner, we try to create products that help you find exactly what you might need.

**You say that X5 has a big advantage being a digital-only label. How so?**

When you're digital-only, you can take a lot more risks. We put out several thousand albums a year. If you created an album like *Blues 'N Booze* physically, you would have to sell at least *X* number of units to make it even worth manufacturing. If we come up with this idea—blues songs about booze—it only has to sell a small number. Because we don't have to lay out \$5,000. We can lay out hundreds.

**You spend a lot of time making your album art noticeable online. How else do you stand out?**

It's science and art. We can learn whether something is working—and

**INSIDE TIP:** Try the matzo and half a beef sandwich—and it does not taste like a matzo and half a pastrami sandwich. ■ Dr. Brown's black chicken sandwich. **TAB:** \$37 plus tip