



CRYSTAL GENTILELLO

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## THE NEW RUE

May 28th, 2012

Friends, I'd like to share with you today some news, equal parts bitter and sweet. After [Rue's](#) upcoming June 19th issue, the editorial team will be changing. Anne and Bri will be parting ways with the magazine, while Cassandra will be staying on as market editor through the summer with a possible role transition after that.



These girls here are my lifelong friends. More than I've expressed to them, I love and admire each of them deeply. They are, and always will be, part of the fabric of Rue. The journey we've share of building the magazine together over the past two years – *from tears of exhaustion to tears of joy* – remains etched in my memory as the most incredible ride I've ever experienced. Their talents are abundant and I've enjoyed observing them, learning from them, and growing with them both professionally and personally. I can't tell you how excited I am to continue to watch them seize the day, reach their every aspiration, and cheer them on along the way.



But as we know, change is inevitable. And if we can embrace that, then the world is ours. Of course, this was hard for me to process as these discussions began last April, but a wonderful, marvelous thing soon happened. The same courage and strength and faith that allowed me to dream up Rue in the first place, came over me, excited me, invigorated me, and I began reflecting on the beautiful memories of the past and growing excitement for the new opportunities Rue would have in the future. And again, I am reminded that **if we show up for life, life shows up for you!**



And so, as one phase closes, another one begins. I've been blessed again and have found some incredible gals who will carry the Rue torch into the future and are already busy at work on issues to come. I'll be introducing them to you in the upcoming weeks and can't wait to see how they continue to evolve the magazine with me!

From the bottom of my heart, I thank you for being part of the journey, through all our incarnations, and I promise you, Rue will continue to kick ass! –Love, Crystal

P.S. Please take a moment to read [Anne](#), [Bri](#), and [Cassandra's](#) posts today and join me in supporting them into their next endeavors.

*\*images from Rue's Issue 3 launch party via [Ilenia Martini](#)*

[COMMENT \(14\)](#)[Chedva](#)

commented on May 28th 2012 at 6:55 pm ()

Crystal, I can only imagine... I'm sure you're going to take Rue to new heights and I can't wait to see what each of the existing team conquers. You're all so lucky to have formed such bonds and friendships.

[Irene Turner](#)

commented on May 28th 2012 at 8:03 pm ()

As difficult as parting your team at the seams I can only anticipate your next move. I have no doubt that it will be inspirational and exciting. Wishing you all the best from Sonoma County, Cheers, Irene

[Anne @ The City Sage](#)

commented on May 28th 2012 at 8:41 pm ()

Crys--what a ride it's been. From that first night in New York, I've learned so much from you and will always cherish the things we've been through together. Thank you for being on the first leg of this journey with me. Love you always. xo Anne P.S. You look so hot driving a 14 foot box truck through the sands of the Nevada desert, and don't let anyone ever tell you otherwise.

[dustjacket](#)

commented on May 28th 2012 at 11:54 pm ()

Thinking of you, the girls and Rue...inspiring times ahead for all, I'm sure.  
xxx

[Michelle Zuniga](#)

commented on May 29th 2012 at 2:51 pm ()

Crystal-  
so beautifully said, I can imagine with all of your talents that they will go on to fabulous adventure and you will continue a fabulous RUE!  
xo-  
Michelle

[laura parke](#)

commented on May 29th 2012 at 3:51 pm ()

what unexpected news, but i have no doubt that this change will only further and fuel you onto creative goodness. i can't wait to see what is on your horizon and best of luck to the rest of the rue team as they chase their dreams as well. cheers!!

[Hilary](#)

commented on May 29th 2012 at 7:30 pm ()

"Every exit is an entrance somewhere else". (unknown source)

I can imagine this is a difficult thing to juggle, Crystal, but I feel confident that with everything you've created ad accomplished so far that this will turn out well too. Very best of luck to you and the new Rue team!

[Meaghan Clark](#)

commented on May 29th 2012 at 9:44 pm ()

You have done incredible things for the industry and I expect even better ones will come for the future. You're very brave Crystal to put on such a face, I can imagine it's been hard to deal with!

[Regina](#)

commented on May 29th 2012 at 11:38 pm ()

It was a joy to see all that you accomplished together and it will be joy to see what you will conquer individually as well. Change sometimes has a way of leading into exactly where we needed to be. Much warmth sent and of course, will follow Rue into the beautiful new paths it's leading to.

[Elsewhere in 3s – Water & Main Trunk Show, Aha Moment, Rue Magazine | everything in 3s](#)

commented on June 1st 2012 at 9:19 am ()

[...] success and happiness in their future endeavors. I am interested to see what new team and changes Crystal will bring [...]

[crystal gentilello](#)

commented on June 1st 2012 at 4:07 pm ()

[...] first by saying thank you for all the kind comments and emails you generously gifted me with after Monday's news. I'm not sure you'll ever know how much your love really means to me. As always, I have [...]

[maybelline](#)

commented on June 1st 2012 at 6:03 pm ()

Rue will rock on as you continue to evolve with your team. Wishing you the best always!

[jessica](#)

commented on June 7th 2012 at 1:23 am ()

exciting times ahead! change is good, and refreshing! can't wait to see what the future holds!

[franki durbin](#)

commented on July 17th 2012 at 7:18 pm ()

I am so happy that you all are making the shift and still retaining your amazing bond. It's a sign of personal strength to look change in the face and proceed. Congrats to all of you on what will surely be great new adventures.

xoxo

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