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Rebuilding Paris

Says she won't 'act dumb' anymore

June 12, 2007

BY [PAIGE WISER](#) | [PWISER@SUNTIMES.COM](#)

The question for Paris Hilton now is: Can this career be saved? (All right, the first question is: Can this "career" be called a career?)

Here's a word even the dumbest blond knows: makeover. We asked the experts how Hilton can rehabilitate her public image.

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Paris Hilton at the the Los Angeles County Sheriff's Twin Towers Correctional Facility.
(AP files)

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Nicky Hilton, sister of Paris Hilton, left, and Stavros Niarchos, right, arrive at the Twin Towers detention center to visit Paris Hilton in Los Angeles.
(AP)

Overwhelmingly, they advised Hilton not to panic. And certainly not to adopt a baby.

Here's what they do recommend:

Try honesty

"While America loves to heap abuse on our fallen stars, we love nothing better than a tale of a saved formerly sorry soul," says **Rachel Weingarten**, president of GTK Marketing Group. "Paris should make like **Drew Barrymore**, come clean about the excesses in her past with grace and humor, and work to create and develop an actual career that highlights skills -- aside from flashing her pantyless privates."

Laugh it off

It might be time for another visit to "Saturday Night Live," says **Jennifer Markson**, vice president of marketing and public relations for Commonwealth Creative Associates. "The American public will forgive her faster if she can laugh at herself," Markson says.

Go shopping

"Ditch all the sexy, provocative, over-the-top,

Munich from
\$210*Paris from
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obvious designer clothing," says **Colleen Abrie**, a celebrity style guru. At this point, even sweet and feminine clothing is going to look sexy on Hilton. "But business attire, even if it comes off as naughty secretary, will be better than sexpot," Abrie says.

Expand that vocabulary

"Refrain from using 'That's hot' ever again," says **Ben Laurro** of Pure Publicity, who has crossed paths with Hilton. "It's too closely related to a juvenile Paris Hilton."

Enlist

"Her PR people have already issued a statement through her attorney suggesting we should put our attention on the men and women serving our country in Iraq and Afghanistan," says **April Masini**, of the online Ask April advice column. "Paris could do a USO type tour, or even enlist, a la **Prince Harry**."

Continue on that spiritual journey

Hilton has been photographed toting the Bible, *Count Your Blessings*, *The Power of Now* and *Spiritual Warrior*.

"Spirituality is very hip," says **Steve Allen** of the bi-coastal Steve Allen Media public relations agency. "This may be what it takes to get Hilton back on her feet." [Click Here](#)

Do something

Now it's time for Hilton to use her powers for good, says **Howard Bragman**, a publicist who has worked with **Isaiah Washington**, **Paula Abdul** and **Monica Lewinsky**. "You can't just do one charitable thing," Bragman says.

Angelina Jolie should be Hilton's role model, but she could start just by talking to groups of young women. "She could say, 'Look, I've made mistakes, here's what I've learned.' That will really resonate," Bragman says.

Stay the course

"Having a bad attitude and reputation is what makes Paris Hilton Paris Hilton," says **Anna David**, author of *Party Girl*. "The media and public at large wouldn't be nearly as fascinated with her if she didn't behave reprehensibly -- and nevertheless always manage to come out on top."

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