

## Mogul has a \$15M price cut

**MARSHALL S. Cogan**, a financial wheeler-dealer who once owned '21,' is putting his Fifth Avenue apartment on the market for \$25 million, reports our **Braden Keil**. Two months ago it was listed for \$40 million — meaning the market's even worse than we thought, or Cogan needs cash quick, or both. Cogan, who started out on Wall Street, ran companies like General Felt Industries, United Auto Group and Foamex International. He got into a little trouble in 2003, when a federal judge ruled he drained his company, Trace International Holdings, of tens of millions of dollars — including nearly \$1 million he spent on a 60th birthday party for himself in 1997. Cogan could not be reached yesterday through Ener1, where he's a director. The company is developing batteries to power electric cars.

## Chowing down

THE Philippe juggernaut is rolling into Beverly Hills. The chain, which started on East 60th Street, now has outposts in Miami and Mexico City and plans for Las Vegas. Chef **Philippe Chow** and his partner, **Stratis Morfogen**, tapped retail broker **Jay Luchs** to find a space in Beverly Hills just three blocks from the Mr. Chow restaurant there, which has a similar menu since Philippe used to cook at Mr. Chow. "This will make [Mr. Chow owner and no relation] **Michael Chow** crazy," laughed an insider. "Philippe and Stratis may need security."



A fur-clad **Nicole Kidman** shoots a scene for her upcoming movie "Nine" in Rome.

## One-woman crowd

THE invite to the Super Bowl party at the Oak Room in the Plaza Hotel instructed, "Bring your wives or girlfriends." But not both. The masculine hosts included Sports Illustrated editor **Terry McDonnell**, **Dan Abrams**, **Ken Auletta**, **Lewis Lapham**, **Jeffrey Leeds**, **Harry Smith**, **Morgan Entenkin**, **Gay Talese**, **David Zinczenko** and **Ron Delsener**, who just had the Kings of Leon playing the Garden. **James Hoge**, from the Council on Foreign Relations, had just returned from Davos, Switzerland. Also watching the thrilling game were **Michael Mailer** and **Sasha Lazard**, **Euan Rellie**, **Jill Martin**, and the Oak Room's generous young owner **Joey Allahan**, who was fretting about an upcoming review in the Times.



Luis Guerra Jr.

Recent "30 Rock" guest star **Peter Dinklage** takes his dog for a stroll in SoHo.

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