



*'When I first became a model I was asked what were the three things I wanted to achieve. They were a Vogue cover, to walk for Victoria's Secret and to be a face for Maybelline - and now I've done all three'*

## BEAUTY

# A DUNN DEAL

*At just 24, British sensation Jourdan Dunn has already conquered the worlds of fashion and beauty. HELLO! quizzed the in-demand model about life as one of our best-known catwalk queens*

**It is nine years** since model Jourdan Dunn was scouted while shopping in Primark. During that time she has become a mum – her son Riley is now five – walked the runway for Marc Jacobs, Tom Ford, Louis Vuitton, Valentino and Victoria's Secret and appeared on the cover of *British Vogue* – the first solo appearance by a black model since Naomi Campbell in 2002. Last year she also landed a huge cosmetics campaign, something that helped her make it onto *Forbes* magazine's list of the world's highest-paid models, out-earning her good friend Cara Delevingne.

If comparisons with fellow Londoner Naomi seem inevitable, Jourdan, 24, is certainly not complaining. The enduring supermodel was her style and career inspiration while growing up and the pair have since become friends. They teamed up for Burberry's current spring/summer campaign and last month Jourdan took to the runway for her model mentor's Fashion for Relief London charity show. We sat down with Jourdan to talk friendship, fashion and family...

**Fashion for Relief saw you walking the runway alongside Naomi as well as Sarah, Duchess of York and Katie Price – how was that?**

"Really good and for such a great cause. The energy was amazing and it was fun, which is what fashion should be."

**Did Naomi ask you to get involved herself?**

"Yes, she reached out to me and I said yes right away. I mean, she is like a sister to me."

**You signed up with Maybelline last year – your first major high-street beauty contract. Why do you like the brand?**

"When I first became a model, I was asked what were the three things I wanted to achieve. They were a *Vogue* cover, to walk for Victoria's Secret and to be a face for Maybelline – and now I've done all three."

**What makes its products so special?**

"I identify with the Maybelline girl – she's cool and has an easy attitude. Growing up, I wanted to be that girl. I also love that they have Asian, Latina and black models, so every woman can look at their campaigns and relate to the girls they see and think, 'Oh yeah, she's my shade – I can rock that colour too.'"

**What were the first Maybelline products you ever used?**

"My mum used Great Lash and I remember her saying to me, 'Okay, you can use my mascara but only that.' So Great Lash was my first introduction to make-up."



**Are there any products you particularly love right now?**

"I really like Maybelline's new nude eyeshadow palette – it has every shade from brown to black to gold neutrals, to take you from day to night. To be honest, I'm not that good at doing my own make-up, so I like the fact that it has tips on where to wear each shade on the back. I also love its Lash Sensational Mascara and Ravish Rose lip colour, which is a great orange red."

**Do you struggle to find foundation for your skin tone on the high street?**

"I use Fit Me! in Coconut. But I know that lots of black girls do have trouble finding foundations and concealers to match their skin because they always hit me up on Twitter and ask me for advice."

**Your lashes look amazing – are they all your own?**

"Absolutely! No, of course not – my make-up artist put them on." [Laughs]

**Do you have a signature scent?**

"Yes, YSL Black Opium. I have had so many guys ask me what it is so they can buy it for their girlfriends and wives. I love it."

**Are you a beauty addict?**

"I guess I am. I really believe that if you look good, you feel good. Some people go crazy for the shoe department in stores, but I love the beauty department."

**Catwalk shows and shoots can be rough on models' hair – how do you look after yours?**

"My hairstylist Renda Attia is really important. My hair has been so damaged with heat and styling because most hairdressers still do not know what to do with Afro hair. So last year Renda said to me, 'You need to give your hair a break and start wearing wigs.' I mean, I had no hair around my hairline – it was like baby hair, it was so damaged. So I've been wearing wigs and having them changed every month, having lots of conditioning treatments and, finally, my hair is growing back."

**Is there a hair mask you would recommend?**

"KeraCare works really well for Afro hair."

**What about skincare?**

"I have an eight-step routine. I went to Tokyo and was obsessed with how great Japanese skin is and what they do to look after it. So now I do a pre-cleansing oil, then a foaming cleanser, two toners, then two serums, an eye cream and a moisturiser. The women in my family have really beautiful skin, so even from a very young age when I wasn't into make-up, I was into taking care of my skin. Now I've got my mum hooked, too – she joked recently that I could never give up modelling because we need to be able to buy our Crème de la Mer."

**Are you a fan of facials?**

"Yes, I go to see Debbie Thomas, who really looks after me."

**I'm guessing you work out a lot, too...**

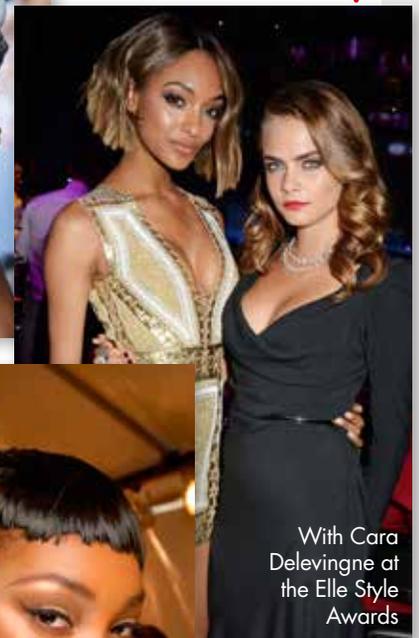
"Well, here's the thing – I don't really do anything. But for the last Victoria's Secret show I did Barrecore because, trust me, those Angels work hard for their bodies. Barrecore is really hard core – you do squats on your tippy toes until your legs shake and burn. But it really works, so after all the fashion weeks have finished I'm going to get back into it again. It's an intense mix of ballet, Pilates, yoga and cardio."

**Do you feel under pressure to always look your best?**

"Now, with social media and camera phones everywhere, yes. I'm happy without make-up, but people always expect you to be 'on'. They think that as a model or a celebrity you can't have an off day because you're not human. And newspapers are always comparing pictures of you on the catwalk or at an event and then in the street on a normal day, which is ridiculous."

# MODEL MUM

Known for her fun personality and hardworking attitude as much as her beauty, Jourdan has worked on campaigns for Burberry and Saint Laurent, walked in shows from Christian Dior and Jean Paul Gaultier to Victoria's Secret and made history in 2008 as the first black model since Naomi Campbell to strut for Prada



## Do you use social media much?

"I really enjoyed it at first, perhaps too much because I was really outspoken and reckless on Twitter. But then you read all the negative things and see the unflattering pictures and it gets into your head. To be honest, I have only just reinstated Instagram on my phone because I became obsessed with things that just weren't that important. I needed a break."

## Growing up, who was your beauty icon?

"I would say Sade, just because she had great eyebrows and a red lip – simple, effortless and stylish. People have always said that I look like her, which I didn't like as a child because I didn't like my forehead. But now, obviously, I realise it's a huge compliment. She is amazing."

## Who or what inspires you?

"My son Riley. Just seeing him and being around him makes me want to wake up in the morning and do this. He makes me want to be a better mother and person."

## You must miss him lots when you travel...

"Oh, I do. I even miss him when I'm working in England because I work really long hours."

## Do you Skype?

"No, he doesn't like Skype – he wants to see me in person. Even when I speak to him on the phone, he's cool – too busy to talk. But the minute I walk through the door he literally throws himself at me and shouts, 'Mummy!' Then he won't leave me alone."

## You've achieved so much already. What is your next big challenge?

"I can't say too much, but I'm in the process of designing a line of kids' clothing, which I'm really enjoying – it's very exciting. And I just collaborated with the sunglasses company Illesteva to create some designs that will raise funds for my sickle cell charity. All of the proceeds will go to the charity, which helps children like my son, who has the disease."

## When you finally get a break, where in the world would you like to spend it?

"I am obsessed with all things Asia, so I plan to take Riley away to Thailand soon. I cannot wait to just chill out and relax." ❏



## MODEL MUST-HAVES Jourdan shares her favourite beauty buys:

1. Foreo LUNA Mini facial cleansing brush in Petal Pink, £99; visit [foreo.com](http://foreo.com) 2. Maybelline New York Color Sensational Lipstick in Ravish Rose, £6.99, from Boots 3. Maybelline New York Fit Me! Foundation in Coconut, £7.99 4. Maybelline New York The Nudes Palette, £9.99 5. Maybelline New York Lash Sensational Lash Multiplying Mascara, £7.99, from Boots 6. SK-II Facial Treatment Essence, £62, from [net-a-porter.com](http://net-a-porter.com) 7. Sisley Lightening Foaming Cleanser, £82.50, from [harrods.com](http://harrods.com) 8. Crème de la Mer The Brightening Essence Intense, £235; visit [cremedelamer.co.uk](http://cremedelamer.co.uk) 9. Ole Henriksen Truth Serum Collagen Booster, £47, from [feelunique.com](http://feelunique.com)