



Cheryl puts the finishing touches to her make-up ahead of her red-carpet appearance at this year's Cannes Film Festival. It's her fifth year at the event and, she tells **HELLO!**, she loves it. "The whole place has such an exciting buzz," she says

BEAUTY

The COLE TRUTH

Fresh from her triumphant appearance on the red carpet at Cannes, Cheryl Cole met HELLO! to talk about costume dramas, acting ambitions and her recent decision to lighten up



With her much anticipated *X Factor* return due this summer and a new album and fragrance in the pipeline, it's fair to say that Cheryl Cole is busier than ever. But the 30-year-old still found time to join her fellow famous L'Oréal Paris ambassadors on the red carpet at Cannes. Here, she talks to our beauty editor Nadine Baggott about parties, perfume and perfect hair...

Cheryl, you've become a Cannes regular in your role as L'Oréal ambassador – the official make-up partner of the festival. Do you enjoy the event?

"This is my fifth time at Cannes, so I feel at home and I really enjoy it now. The whole place has such an exciting buzz. And I get to meet up with my L'Oréal friends; I had a glass of champagne with Eva Longoria last night. I get to talk about make-up and hair products and go to parties – what's not to love? Of course, walking that red carpet can be a bit frightening – it's so long – but once I reach those famous steps I can relax and enjoy the film."

You showcased some incredible outfits during this year's festival. Do you enjoy getting ready for the red carpet?

"I'm such a girlie girl. I love make-up and beauty and hair, but to be honest at Cannes it's often quite rushed. A couple of years back I was having my nails painted while I was getting ready and as I got out of the car to walk the red carpet I smudged my wet burgundy nails on my white gown. I was horrified, but I just smiled and walked and kept my hand over the stain. The next day the newspapers reported that I had a perfect manicure; if only they knew. Now, I go for a neutral nail and avoid any rich body lotions before I get dressed – although I do love a tinted skin shimmer if I'm wearing black or a dark dress."

What's the key to successful red-carpet dressing?

"Always wear underwear. Seriously, I would rather have a line than be caught out without anything on; I would be mortified. The whole world is watching and those photographers are just waiting to catch you out. My tip is these great nude or black Wolford knickers that are like skin and don't leave any lines. Oh, and tape. You need that to avoid any embarrassments or slips."

Whose red-carpet style do you most admire?

"Blake Lively has looked gorgeous this time in Cannes, "

but if I think of someone who always gets it right every single time, then Victoria Beckham. She looked stunning at the Met Ball with David recently.”

What about your fellow L'Oréal faces – who makes you feel the most star struck?

“I know them all now as we see each other here. But who am I most in awe of? It's got to be Beyoncé – I mean, she's Queen B, right?”

Does the Cannes experience give you the acting bug?

“Being at Cannes doesn't, but doing a cameo in the [2012] film *What to Expect When You're Expecting* has. I loved that. We were on set, everyone was like a family and, you know, I thought, 'I could really do this.' I've appeared in so many videos and that is a form of acting. So yes, I am definitely interested.”

Would you ever take acting lessons?

“Yes, why not? But ideally I would like to start with a role that is similar to me. I don't want to jump in at the deep end and play someone completely different from who I am – not yet anyway.”

You recently lightened your hair. Is it true that blondes have more fun?

“Oh yes, of course they do... The truth is, I just get bored and want to mix things up. I went blonde for my L'Oréal Féria campaign, but I really like this look with the ombre ends and the lighter bits around my face. The only thing is, I had to rethink my whole make-up and wardrobe.”

Are you sure that wasn't just an excuse to shop?

“Okay, okay, you know me too well. In fact, it has made my haircare different. I've always loved hair masks, but now I use them all the time.”

Are you ever tempted to go super-short, or would your management team veto you having the chop?

“I'm a grown woman, you know – I can make up my own mind about what I do; I don't have to ask them – it's my hair! [Laughs] Actually no, but only because I just love long girlie hair.”

I know you're happy to do your own make-up; are you equally confident about DIY hair?

“No, that's where I need help. Otherwise I just wash it, apply a mask, rinse it, then rough dry it and twist it up into a top knot on the top of my head so that when it comes down it's messy and wavy.”

What are your favourite hair products?

“Apart from a hairstylist? A mask, a Tangle Teezer and Elnett hairspray.”

You're a self-confessed beauty junkie and now, finally, you've created your own scent...

“It's called StormFlower. You know how long I've wanted to do this – I've been talking to you about it for a few years. It's a floral but with a fresh feeling. It's just beautiful and I love it. It comes in a box with a curvy, womanly-shaped bottle and a rose-gold flower top. It's very me. It goes on sale exclusively in Selfridges in the summer, but I am so excited that I just want it to be available right now. I'm impatient for people to try it.”

Was creating it fun?

“I loved it. I went in with a list of scents I love and a list of those I hate... and they came up with six or seven scents. The minute I smelt StormFlower I knew it was the one for me. I admire how people like Thierry Mugler can use strange notes like leather or smoke, but for my first fragrance I wanted it to be classically feminine and pretty.”

Where did the name StormFlower come from?

“StormFlower means that something is beautiful but tough; it can withstand the rough weather, then blossom, so that makes it even more precious. I liked that.”





Though getting ready for the Cannes photographers can often be a hectic process, it's an experience Cheryl relishes. "I'm such a girlie girl," she says. "I love make-up and beauty and hair"

You seem to be in the best shape ever. What's your secret?

"Tracy Anderson [a celebrity fitness trainer], of course. Also, at the moment I'm doing hours of choreography and rehearsals – trust me, that keeps me in shape. And I have just been diagnosed as being intolerant to soya, so maybe that has made a difference. Sadly, it means no more sushi for me – that used to be my favourite food. Now it's burrata mozzarella – I'm a bit obsessed."

So, you have a new scent and a new single coming out this summer. What else is in store?

"It's easier to say what isn't. I have the single *Crazy Stupid Love*, so I have to make the video for that, which involves choreography, casting the dancers, rehearsals, approving the idea, then fittings for costumes and hair and make-up, then the filming. The perfume launch in August and the album launch in November. I'm so busy at the moment, I'm just taking things one day at a time."

When you do get a day off, how do you relax?

"I know it sounds boring, but being at home on the sofa watching telly with popcorn and my dogs. I have four of them: two Jack Russells, who live in Newcastle, so they are Geordies, and my two chihuahuas at home [in London]."

You don't settle down with a good book, then?

"I don't have the attention span to read a book. I recently tried to read a biography of Michael Jackson and lasted 16 pages. And I tried to read *Fifty Shades of Grey* and lasted 20 pages. I just get bored too easily – even with that one."

You do love Instagram, though. What's the attraction?

"Twitter can be twisted in the media. I might write something and it can be taken completely out of context. But Instagram can't be. I use it to tell my fans about what's going on in my life and the things that I like."

Do you ever worry about any negative comments?

"No. Firstly, I only follow nice, positive people. Secondly, if someone takes the time to follow me and write a horrible comment I just think, 'Oh, loser, get a life. What are you doing on my feed?' So, no, I've learnt not to take any notice; in this business you can't not." ❏

• L'Oréal Paris is the official Cannes International Film Festival make-up partner; for more information, visit loreal-paris.co.uk.



PHOTOS: CHARLOTTE MEDLICOTT FOR L'OREAL PARIS. MAKE-UP: KARIN DARNELL USING L'OREAL PARIS TRUE MATCH FOUNDATION. HAIR: WENDY ISLE FOR L'OREAL PARIS. ELMETT. NAILS: MARGE CHRISTODOULOU USING L'OREAL PARIS COLOR RICHE



CHERYL'S RED-CARPET BEAUTY ESSENTIALS 1. Essie Nail Polish in Ballet Slippers, £7.99 2. Bliss Triple Oxygen Instant Energizing Eye Mask, £40; visit blissworld.co.uk 3. Scott Barnes Body Bling, £27.99, from feelunique.com 4. L'Oréal Paris True Match Liquid Foundation in N5 Nude Sand, £9.99 5. L'Oréal Paris Telescopic Lash Mascara in Black, £10.99: "It's still my favourite" 6. L'Oréal Paris Color Riche in Cheryl: Barely Greige, £8.19: "I know it was chosen for me, but honestly, it suits everyone; it's the perfect nude lipstick" 7. L'Oréal Paris Elnett Satin, £6.60 8. Tangle Teezer Compact Styler Gold Rush, £12.25; visit tangleteezer.com

