

BEAUTY

Coming up ROSIE

She is one of the world's most in-demand supermodels, as famous for her hair, skin, lashes and mesmerising eyes as she is for her perfectly toned body. But now, Rosie Huntington-Whiteley is about to become known for her 'nose' too...

Meeting a world-famous model the calibre of Rosie Huntington-Whiteley could be intimidating if it wasn't for the fact that she is as polite and kind as she is beautiful. HELLO! sat down with the Los Angeles-based beauty – who, as well as various modelling campaigns, will also be seen in the upcoming blockbuster *Mad Max: Fury Road* – to chat all things beauty, to celebrate the creation of her first signature perfume for Marks & Spencer and to find out if her life really is a bed of roses...

Your Rosie for Autograph range is M&S's fastest-selling lingerie collection. Now you're turning your hand to fragrance. How did that come about?

"It felt like the next step, a natural evolution from lingerie. Both are very intimate and sensual and a personal touch for women. I've always been a massive fan of fragrances – I have so many fond memories of it, from my granny buying me my first scent, to picking up fragrances on my travels, like essential oils and massage oils from all over the world."

You've always been very involved in the design and creation of your lingerie line. Did you want the same control over your fragrance?

"Oh, yes [*Laughs*]. I had a strong idea of what I wanted from the beginning. I visited the lab in New York and created a mood-board presentation. I knew I wanted a rose scent – not a cloying, old-fashioned rose, but something fresh, soft and sensual, that smelt like a bouquet of roses. I wanted a timeless scent, based around a rose garden in bloom first thing in the morning – a smell of home, of where I grew up in Devon."

Why did you want a rose-based scent?

"Well, obviously, my name is Rosie, but the rose has always been at the heart of my lingerie line. It's a very romantic flower, very English and iconic yet sensual. We added jasmine and magnolia, pepper and lemon, so it became this day-to-night scent with rose at its heart. On my skin, it gets deeper and more sensual as the day goes on and you begin to smell the sandalwood and musk."

The process of fragrance creation is actually very technical and scientific, isn't it?

"Yes, but luckily the 'nose' was on hand to explain everything and to translate my ideas into chemistry. I chose the world's most expensive ingredient – *Rosa centifolia* – which is grown in Grasse in southern France and we shot the campaign back home in Devon. To be

honest, that day was a dream come true for me. I've wanted to create a fragrance since I was a little girl."

Apart from yourself, what sort of woman did you have in mind when creating it?

"The challenge was to make a fragrance that was sophisticated enough for women of 40 and beyond yet young enough for younger women who might perhaps think that roses are a little bit powdery and old fashioned. And it had to be loved by women and men."

The perfume bottle is so pretty but the range's room diffuser is arguably the most gorgeous design of all...

"That was such a fun project to work on. Most room diffusers come with reeds but we have this ceramic rose that absorbs the scent and slowly diffuses it into the air. Along with the perfume bottle and candle, I wanted them all to be perfect trinkets to sit on your dressing room table. Almost keepsakes."

What else would we find on your dressing room table at the moment?

"Shall I get my make-up bag out and show you? I have what I call my five-minute face – those products I always have with me on the go. They include a powder foundation from Hourglass, Stila cream blushers, I'm a big eyebrow girl and love the Hourglass pencil in blonde, and also, always, a Burt's Bees tinted lip balm."





A rose by any other name:
It stands to reason that
Rosie would look to roses
for inspiration when
creating her first scent. "It's
a very romantic flower,
very English," says the
Devon-born model



Talking of brows, yours are very much a part of your signature cat's-eye look. Who does them for you?

"I do them myself. I would never trust anyone else – I've learnt the hard way."

And then there are your super-lush, long lashes – what's your secret?

"Mascara. Honestly. At the moment I'm using a Diego Dalla Palma one – brown for the day and black at night. For the red carpet, I might wear a few individual false ones, but I leave that up to my make-up artist."

Are you a red or nude lipstick person?

"Often I just wear balm, but if I do go for a colour, it tends to be a very similar shade to my lips, like Stila Isabelle. If I go for a tinted balm, it will just give a wash of berry colour while moisturising my lips, too."

Is there anyone whose style and beauty you find particularly inspiring?

"I'd say Grace Kelly for her grace and natural beauty and her wonderful posture and elegance. I am also a fan of Elizabeth Taylor for her beauty, make-up and glamour, power and sensuality. When I think of those things, she's the first person who springs to mind."

Your long blonde hair was another of your trademarks, but you got it cut into a gorgeous long bob recently. Who advises you and looks after your hair?

"It depends on where I am as I travel so much. For colour, in London, I see Sally Northwood; in LA, I always see Lorri Goddard, and Marie Robinson in New York. For cutting and styling, I tend to trust George Northwood – he's my go-to man in London [George and Sally were responsible for the new shorter look Rosie unveiled for the new year]. We've worked as a team for so long, we've practically grown up together."

What do you find is the best way to get blonde hair to really shine and look healthy?

"I use Moroccanoil leave-in oil. I put it through the ends



of my hair when it's wet, after shampooing and before drying. That really adds great shine. I also think a healthy diet works well for me."

You obviously work out and keep fit. Do you have a tried-and-tested routine?

"Well, my brother is now my personal trainer. His name is Toby Huntington-Whiteley and he's at the Bulgari Hotel with the Bodyism team. We have great fun working out together when I come to London. Often, I'm quite jet lagged when I arrive in London so we do a lot of stretching and gentle workouts to get my body moving again after a long flight."

What about back home in Los Angeles?

"I'm a huge fan of Body by Simone. It's a full body, high-intensity aerobics dance class and that's where I really sweat and push myself. Exercise plays a really important part in my life but, because of travel, I don't have a set routine. I find when I'm working, I need to conserve my energy for the day – being on set and being focused and engaged with people. Sometimes there aren't enough hours in the day to get to the gym or a class, so when I'm not working, that's when I work out. It could be anything

Rosie was fully involved in the development of her new perfume (above), though luckily a trained "nose" was also there "to translate my ideas into chemistry"

from three, four or even five times a week. I really see and feel a big difference in my body.”

Are you as careful about what you eat?

“I love my food – I mean, love it – which is why I’m so diligent with my exercise. It can be hard to strike a balance between being at home one week and in a hotel the next. Or I’m going out a lot, eating meals, seeing my girlfriends. So I have a rule of being clean and simple at home, then being free to indulge when I’m out.”

Clean and simple being...?

“It can be a piece of chicken or fish then lots of greens, lots of veggies. I have a green juice every morning that consists of a bit of kale, celery, spinach, mint and apple, pear – anything green. I just shove it in my juicer and knock it back. I have a Vitamix, which is my investment piece for the kitchen. I use it every day. I make soups in it and juices, of course. I even make gluten-free cakes and breads in it.”

But with friends, you indulge without worrying...

“Yes. I never want to be that girl sat in a restaurant pushing a salad around the plate and not enjoying myself. I want to enjoy my food, enjoy my life and enjoy my friends. However, I’m always mindful. Even in restaurants, there are always healthy choices. But I work out a lot, am always on the go – I need my energy; I need to stay slim and in shape, but also want to feel strong and have energy and be healthy and ready to go.”

When it comes to food, what are your favourite treats?

“Oh, a roast dinner, French fries, bacon, thick cream sauces, pasta, bread, cheese, wine... [*breaks off laughing*]. But only occasionally. At home, I try to be gluten free. Recently, I’ve started to make banana bread and zucchini bread, which I find really fun. I actually enjoy buying and cooking healthy foods.”

You sound like a real homebody...

“I am. I really do love to be at home – I find it very centring and rejuvenating. That’s what I go out to work for: to enjoy my house, my home and time spent there with the one I love and my animals, friends and family. But I’m lucky as I love to work, too. It’s all about finding the right balance but, honestly, I’m never happier than when I’m snuggled up at home enjoying some peaceful times.”



ENGLISH ROSE: Rosie loves her rose scent, relaxing candles, nourishing oils, lip balms and barely-there skin-shimmer make-up. 1. Hourglass Ambient Lighting Powder in Diffused Lighting, £38, from Space NK 2. Burt's Bees Tinted Lip Balm in Red Dahlia, £5.99 3. Rosie for Autograph Room Diffuser, £18, launches in Marks & Spencer nationwide on 29 January 4. Stila Convertible Color in Illium, £16, from Boots 5. Rosie for Autograph Eau de Parfum, £28 6. MoroccanOil Treatment Light, £31.85, from feelunique.com 7. Stila Color Balm Lipstick in Isabelle, £16, from Marks & Spencer 8. Hourglass Arch Brow Sculpting Pencil in Blonde, £26 9. Rosie for Autograph Candle, £15

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