

BEAUTY

KING'S REIGN

Mollie King is the newly crowned queen of beauty. HELLO! asked the singer – who is one member of the hit girlband The Saturdays – to share her beauty secrets – and got a bonus workout lesson into the bargain

As one-fifth of successful girl band The Saturdays and the other half of model David Gandy, Mollie King is having a whole lot of fun right now. Recently unveiled as the latest UK ambassador of Maybelline – joining the likes of models Jourdan Dunn, Adriana Lima and Christy Turlington – Mollie gave HELLO! a peek inside her make-up bag and an insight into her beauty and fitness routines.

Congratulations on becoming the new UK ambassador for Maybelline. Have you always been a fan of the brand?

"I know it sounds cheesy, but honestly, it's a dream come true – the sort of thing I dreamt about as a little girl. Maybelline Great Lash was the first product I ever bought, because I thought it would make me look like an Olsen twin. It's such a cult product and is so easy to use. I still love it to this day."

As someone who has previously admitted to being pretty clueless when it comes to doing your own make-up, which foolproof products do you rely on?

"On my days off I like to keep things simple, so I use a BB cream, Baby Lips lip balm and mascara, and I do my brows. Those things are always in my make-up bag."

Who has taught you the most about make-up?

"The girls in the band. We all love make-up and love to experiment and play around. We all have different face shapes and skin colours, so watching them is a lesson in itself."

Your campaign for Maybelline is for the MasterSculpt Contour Palette. What's the secret to subtle sculpting?

"A light touch is best. I have quite a long face, so I contour around the top of my face at the hairline, under my cheekbones, and under and on the end of my chin slightly. I also do a tiny bit under my jawline. Blending is key – you have to be careful not to look like you have the wrong colour foundation on."

Any advice on choosing a great sculpting powder?

"It has to be matt and it has to look like a shadow on the skin. I need a taupe matt powder, teamed with a soft-shimmer highlighter that I put on top of my cheekbones, under my

brows and down the centre of my nose – missing out the tip – with just a dab at my Cupid's bow."

Do you have a signature perfume?

"I recently changed my scent because I think I was a bit allergic to it. My new favourite is Giorgio Armani's Si."

Your hair always looks lovely. Who cuts and colours it?

"I have a great stylist called Nick, who cuts my hair. I'm naturally blonde, but I get my colour done at Daniel Galvin."

Do you style it yourself?

"I try, but I'm not brilliant. I use a BaByliss chunky tong without the clip. The secret is to leave the ends out. Otherwise, it gets too 'stage school'. And use lots and lots of hairspray – I can't Elnett's extra-strong hold."

You have spent several years in the public eye, on stage and on the red carpet. What has been your biggest beauty mistake?

"It wasn't really a beauty mistake but an all-over style error. I was at an awards ceremony and I wore a red dress – that was not good, to be honest. And then I had red lips and lots of eye make-up. I was so insecure that I thought I needed to put on loads of make-up, but I looked so wrong. That day I learnt a big beauty rule – don't do a heavy lip and heavy eye."

How has your style evolved over the years?

"I'm trying to be more laid-back and embrace the less-is-more thing. I actually look better wearing less make-up."

You are in great shape. How hard do you work at it?

"I work out three times a week. I start with five minutes on the bike. I do 30 seconds on the fastest cycling I can do, then 45 seconds at a slower pace, then repeat and repeat – I'm working up to ten minutes. Then I move on to weights and machines."

Any tips?

David [Gandy] has taught me that the best abs exercises are done slowly. He has given me this routine and it works. First I lie down on a padded bench, then lift my legs and lower



Clever contouring keeps Mollie looking sharp. Her ideal look is "less-is-more" having learnt one important beauty rule: "Don't do a heavy lip and heavy eye"

them slowly, then lift and repeat. Then I move to the end of the bench and move my legs back and forth, bringing my knees in to my chest. Then I use the machine for my tricep pull-downs, but I kneel down and pull the weight down as I crunch so that my abs get all of the work.

Has it made a difference?

"I think it has. It's not easy as I have a really sweet tooth and love my food. I never cut back on food – that makes me miserable – so instead I spend extra time at the gym."

Is David a good influence on you?

"Yes, he's really healthy but he has treats as well, so he's not too wrapped up in it."

Talking of treats, what is your favourite indulgence at the beauty salon?

"I love a really deep-tissue massage and a really good, effective facial with extraction and peels. For facials I always go to Fere, who works out of the Nyumba Salon in London's Sloane Square. She uses a suction device that's like a Hoover for your face. Then she shows you what's been extracted – I love that."

What skincare products do you use?

"I love Dr Lancer. I start with the scrub, then the cleanser and moisturiser. I would love to go to Los Angeles for a facial with him – he is so good."

You are known for your interest in fashion. How would you describe your style?

"Feminine over girly, quite classic, simple and clean, not too much colour and never over-complicated, even with accessories. But maybe I need to change that up. That said, I do love a bit of leather."

Which designers and brands are your favourites right now?

"I always love Oasis, where I have my own line. Right now I also like Club Monaco, for day and evening. It's the sister brand to Ralph Lauren but is more affordable."

When are you happiest?

"When I'm with my family or performing on stage, which I really love. I was also on such a high making the Maybelline commercial. We cranked up the music and danced and laughed. I was dancing to *Teach Me How to Dougie* [by US hip-hop group Cali Swag District]. Honestly, I thought I was being so sexy, but I wasn't. I was so cheesy."



Your sister is about to get married and we hear you are maid of honour...

"Yes, I am queen bridesmaid. It was my job to organise the hen do, which was quite a big deal as my organisational skills are terrible. We all went off to Palma in Majorca. Beyond that, I cannot tell you anything – it's all top secret."

Any plans to get back in the studio with *The Saturdays*?

"Yes, early next year. So watch this space."

What was the last film you saw and loved?

"I laughed lots at *Pitch Perfect 2*, but *Whiplash* really moved me. I couldn't stop thinking about it and was really inspired by it."

Inspired to act...?

"No – to learn to play the drums." ☑

* *Mollie King is the UK ambassador for Maybelline New York, which this year is celebrating its 100th anniversary. Her first campaign in her new role is for the MasterSculpt Contour Palette – visit maybelline.co.uk/contour*



MOLLIE'S MUST-HAVES 1. Lancer The Method Polish, £60, from Space NK 2. Maybelline Brow Drama in Deep Blonde, £4.99, from Boots 3. L'Oréal Paris Elnett Extra Satin Extra Strength Hairspray, from £2.60 4. Maybelline MasterSculpt Contouring Palette in Light/Medium, £6.99, from Boots 5. BabyLiss Boutique Salon Soft Waves Hair Styler, £30, from John Lewis 6. Giorgio Armani Si Eau de Parfum, £47, from Selfridges 7. Maybelline Baby Lips Lip Balm in Peach Kiss, £2.99, from Boots 8. Lancer The Method: Nourish, £105, from Space NK 9. Maybelline Lash Sensational Mascara, £7.99, from Boots