

BEAUTY

Blend it Like Beckham

Victoria Beckham's debut make-up range embodies her elegant style and is an instant classic. Here, she explains why she was determined to be so hands on with its creation

It's hard to keep anything a secret in the beauty industry. In an age of social media and over-sharing, the fact that Victoria Beckham wanted to keep her new line of cosmetics under wraps for so long has intrigued and excited even the most sceptical beauty editor.

And so over breakfast earlier in the summer, Victoria hosted a select few of us and shared her collaboration with Estée Lauder: chic, elegant, just like her clothes, but in compact and twist-up form and clad in a rippled black-effect finish inspired by a vintage cigarette case. These are products that would look perfectly at home in the hands of late Hollywood goddesses Greta Garbo and Bette Davis.

Has Victoria, who has been in the public eye since her Spice Girls days and has the world's best make-up artists on hand to help her look her very best, always loved cosmetics?

"I have been collecting make-up for the last 15 years," she says.

"When Estée Lauder approached me I jumped at the chance. With this collection I'm really sharing my beauty secrets. Having worked with the best make-up artists in the world and used so many different products, I've learnt lots of little tricks that I'm so excited to share with people."

Victoria has been hands-on for the two years that this collection has taken to come to fruition.

"Whenever I go to a new category, whatever that is, I do it when I can surround myself with the right people so that I can do it and do it very well," she explains.

"I like to dream big. Things that I initially thought weren't going to be possible have become possible. With this make-up collection, we really have created something very new, something unique – there are new formulas, textures and techniques."

On the day of the launch, Victoria introduced us to four models each wearing one of her capsule looks: London, Paris, Los Angeles and New York. It's clear that Victoria herself is – and always will be – a London girl at heart, with her signature smoky eye, glowing peachy skin and perfect

nude lips. And, not surprisingly, she has long been a fan of Estée Lauder, one of the original beauty feminist pioneers.

"I truly believe that Estée Lauder is the best. I would wear Estée Lauder make-up; my mother wore Estée Lauder make-up. Working with them has been wonderful. They wanted to push boundaries and they too were thinking outside the box."

It has been Victoria's loyal clients and world travels that have inspired her debut range. "Much of the inspiration for the collection came from my customers. I spend a lot of time with them and I think I know how they want to look, how they want to dress. I'm so excited that now I can offer them make-up, too. I think my customer is focused on her skin looking beautiful, fresh, young and glowing."

"And it's also about her celebrating the fact that she's a woman; so wearing a smoky eye and a glossy lip and feeling sexy; feeling like the best version of herself."

The formulations are sophisticated, from the gorgeous skin glow found in Victoria's favourite Modern Mercury Highlighter – it had been a limited-edition Estée Lauder product that Victoria insisted the cosmetics giant bring back – to liquid Eye Foils.

"I think we've managed to include products that are not currently available but that every woman should have in her kit. Over the years I've often thought to myself, 'That would be really cool, why is no one doing that? My friends would like that, my sister would like that and my customer would like that.'

"For me, the only reason is if I can offer a point of difference – it's never my aim to just copy others. That's why I'm so excited about this – it's so new. It was my dream to have a make-up line." ■

- Victoria Beckham for Estée Lauder is now available at Selfridges, selfridges.com and in a new atelier as part of Victoria's flagship store on Dover Street, London W1; visit victoriabeckham.com.
- To discover what's in Victoria Beckham's make-up bag, turn the page to see her #BagSpill.



Victoria was determined to offer something new with her first collection. "I think we've managed to include products that are not currently available that every woman should have in her kit," she says



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Victoria in Selfridges last week to launch her new make-up range (right); and (far right) with four models, each wearing one of her capsule looks (from left): Paris, LA, London and New York

