



THE NEXT HILFIGER

Beauty is skin-deep for Miami Beach resident Janine Hilfiger

BY MICHELLE STEINER (PHOTOGRAPHY BY CLAUDIO GARCIA FOR ELLE)

FOR JANINE HILFIGER, SOUTH FLORIDA HANDED A BLOW THAT LINED UP PERFECTLY WITH HER THIRST FOR FASHION AND BEAUTY. "Being in a beautiful place, in a nice climate, is good for your soul," she says, "and that's projected in the way that you look."

If the Hilfiger name sounds familiar, it is. Janine is the niece of famous fashion icon Tommy Hilfiger, but the Miami Beach resident says that although she is proud to be a Hilfiger, the skin-care collection she's created—*33 Collection* by La Garcia—is entirely her own. The collection was recently pitched up, promoted and featured on QVC's *Style.com*. "We sold out of some products after just three days on the air," says Hilfiger, who is also La Garcia's godmother and ambassador. She had just received the news the day of our interview and was on cloud nine.

While she's always loved fashion, the 30-year-old model and fashion blogger



Elle's writer for *The Huffington Post* definitely says her two passions are makeup and skin care. Because she attended a Catholic school in New Windsor, New York, she says, "We weren't allowed to wear makeup or nail polish. So I would see other 14-year-old girls with a little makeup here and there and nail polish, so I couldn't wait for the weekend. I'd wear black eyeliner."

Hilfiger remembers that growing up as a Hilfiger wasn't that unusual. "We did go to parties and fashion shows," she says, but adds that her parents are the most successful from fashion company 1. The rest of the Hilfiger family: Her father, Robert, a jewelry contractor, and the brother of Tommy Hilfiger (Jack). He is now a clothing designer in (1) a second-city, spends his days "hanging with hipsters and hawks." Her mother, Julia, is a magazine editor and a supervisor in a lingerie boutique in Manhattan, New York.

Hilfiger left New York to attend the University of Central Florida, where she continued to broadcast journalism. After college, she moved to Los Angeles. While on spring rolls for a magazine, because of her big name, Hilfiger says people would turn an eye to her before she even walked the red carpet. "Why are you here? They would say, 'You're Janine Hilfiger. They would say, 'You're not here to get a spot in a restaurant that you only a few thousand dollars? In many times, people thought I had

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everything handed to me." Though she does admit that the same helps get her products noticed. "When they hear Hilfiger, people start to listen."

While living in Los Angeles, Hilfiger met her future jewelry designer (and husband) "Robert" (now with a half year after we got together, we decided we wanted to move to Florida. I was tired of Los Angeles. I wanted to move back home. So I decided to move to Miami. He had been going back and forth from L.A. to South Florida for years. They officially started living here in 2014.

One of the first favorite pastimes is to venture out and explore South Florida restaurants. "We have been experimenting with restaurants in the Brickell area. We do love our favorites in Miami Beach: The Dutch and Mr. Chow in the W Hotel."

While fashion is so dear to her DNA, Hilfiger is keeping her focus on her skin care collection.

"We often asked, 'Why do you only have three pieces?' My answer is, because it's about perfecting the product." Hilfiger gives an interesting fact: her new niece the writer to compliment the already popular lip biting and, hand cream and lip balm. Known in the industry for being an inherent beauty for beauty, Hilfiger says this season's makeup moment is matte skin, a trend by, defined with steady eyes.

"So designing fashion is not out of the question. 'There's more in the future,'" she says. "I'll create a luxury long-sleeve collection. There are no more any California-type companies," she says. "The who wants to put on light yoga pants or sneakers when they get home to relax? I want something soft, something something softness." ■