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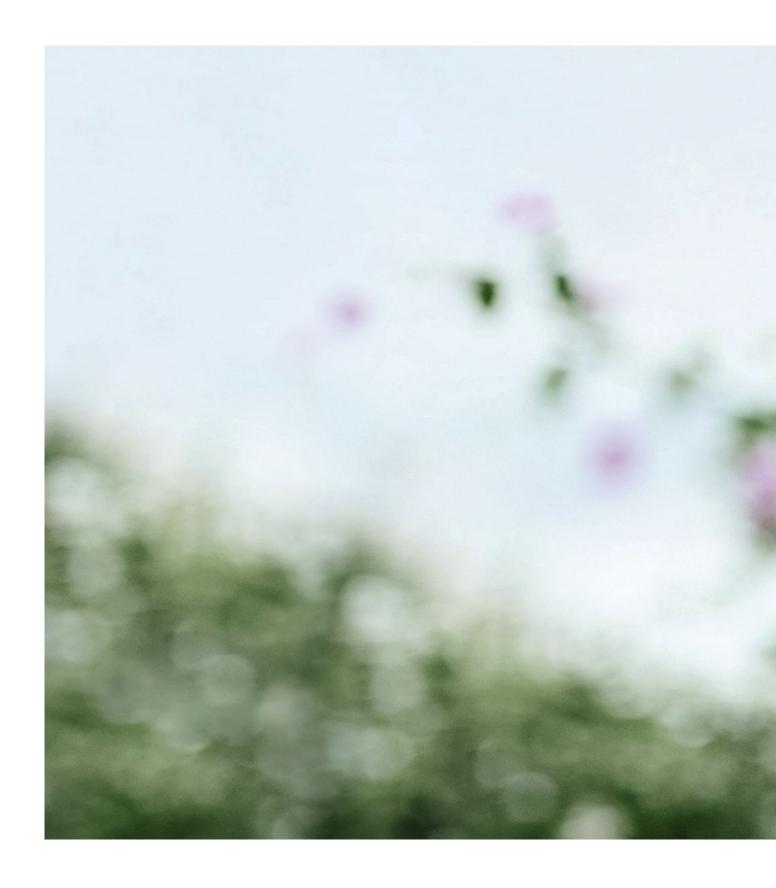


PRADA EYEWEAR











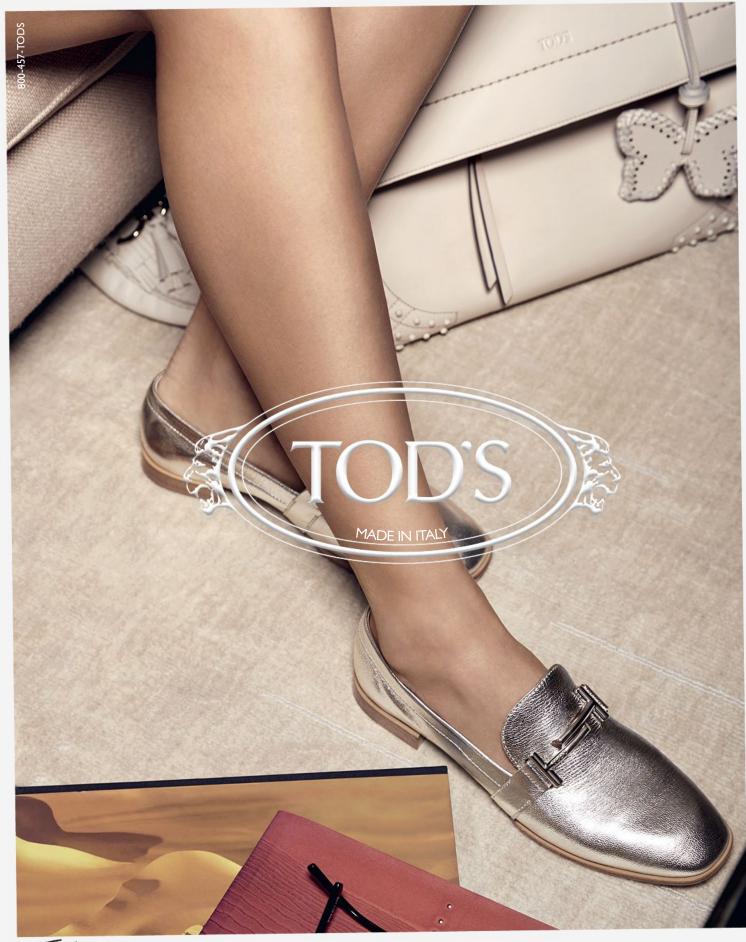
Salvatore Ferragamo





Salvatore Ferragamo

7:00 pm The Show. Beautiful . Who was that model from Rome?



Tods.com





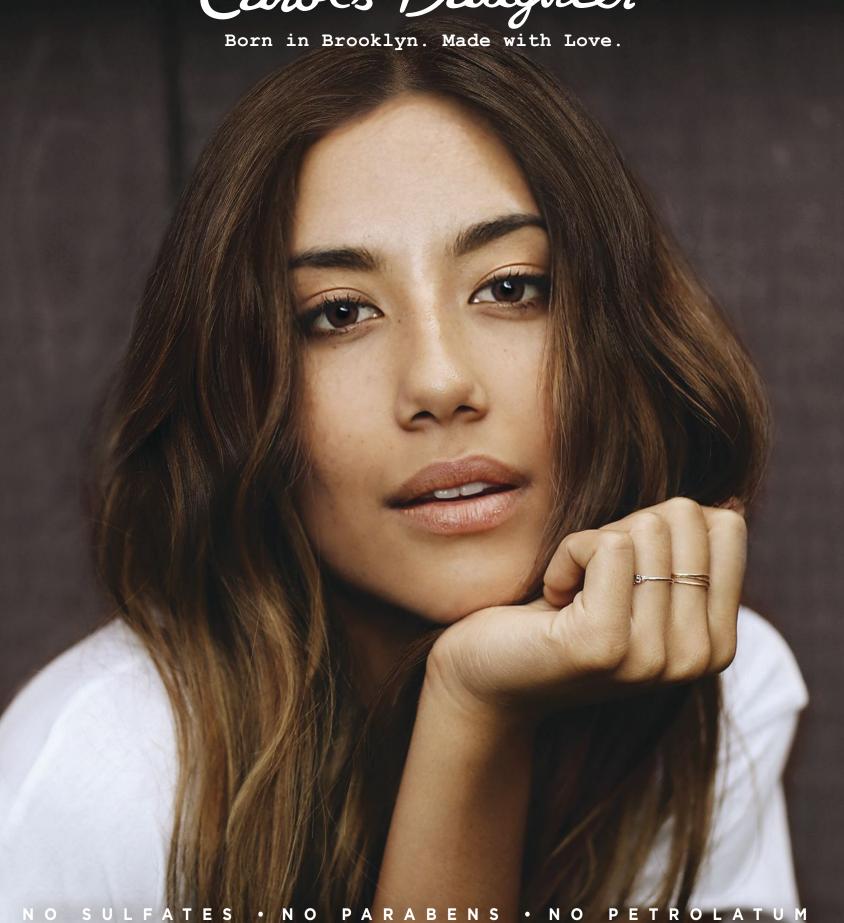
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WHATWE LOVE ABOUT MARCH

WHAT YOU NEED TO DO, SEE, HEAR, AND TALK ABOUT THIS MONTH

1. HIGH VOLUME

Playlist alert: Meet Jay Som, aka Melina Duterte, the 22-year-old from Oakland, California, with a dreamy pop sound you'll love. Her debut album, Everybody Works, drops March 10.

2. GIRL, BYE

The girls from Girls are all grown-up and ready to say good-bye. The sixth and final season of Lena Dunham's critically acclaimed, think-piece-prompting series is airing now on HBO.

3. READ HER MIND

There's a universal rule against reading someone else's diary-but in this case, it's not just OK, it's required reading. South and West: From a Notebook (Knopf), in stores March 7, is composed of two extended excerpts from iconic writer Joan Didion's private notebooks. Call up the book club ASAP.

4. THE BLING RING

Pack a punch-literally-with Gucci's feisty, feline-inspired fine jewelry, like this multi-stone double-finger ring, echoing the fierce vibes on the fashion house's spring/summer runway. (Price upon request; gucci.com for stores)

5. POP CULTURE

Have a spring fling with Nars' limitededition Pop Goes the Easel Collection. It features three Sheer Pop Multiples, a take on the brand's popular

multipurpose stick, perfect for that post-winter-blues style. Think look-at-me colors with a sheer finish on your lips and cheeks. (Nars Sheer Pop Multiple in Côte Basque, \$39; nordstrom.com)

6. ALL MINE

Forget the blue suede shoesthe blue suede bag is way cooler. See: Tod's Gommini pebbled cross-body bag, available now. (\$1,215; tods.com for stores)

7. SPRING FEVER

Stop and smell the roses, tulips, daisies, you name it-and stuff your heavy coat in the back of your closet: The first day of spring is March 20.

8. BE OUR GUEST

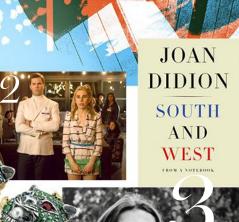
Just your average love story: Girl meets beast; beast falls for girl; dishware and other inanimate objects come to life and sing-OK, so it's not average, but it is a classic. Catch the new, live-action Beauty and the Beast, starring Emma Watson, in theaters March 17.

9. ART AND SOUL

The 2017 Whitney Biennial kicks off March 17 at The Whitney Museum of American Art in New York. Check out paintings, performances, installations, and more from 63 established and emerging artists, engaging with such themes as "the formation of self and

the individual's place in a turbulent society." Sound familiar?

LEFT: Whitney Biennial artist Aliza Nisenbaum's La Talaverita, Sunday Morning NY Times (2016)









Pretty shades of spring, er, pressed flowers from Encyclopedia of Rainbows (Chronicle Books), out this month

Everybody Works, by

songwriter Jay Som, is out March 10. BELOW

Andrew Rannells, and Zosia Mamet in Girls

RIGHT: Jemima Kirke (left),

indie-pop singer/

THE **FASHION BEAUTY CULTURE** WORK **WELLNESS**

Want to know more? Email NextBigThing@hearst.com.







TAYLOR AND ROMEE, 2017



MICHAEL KORS













spotted this on my way to work.





Balmain.com PARIS

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On babies, bachelorettes,
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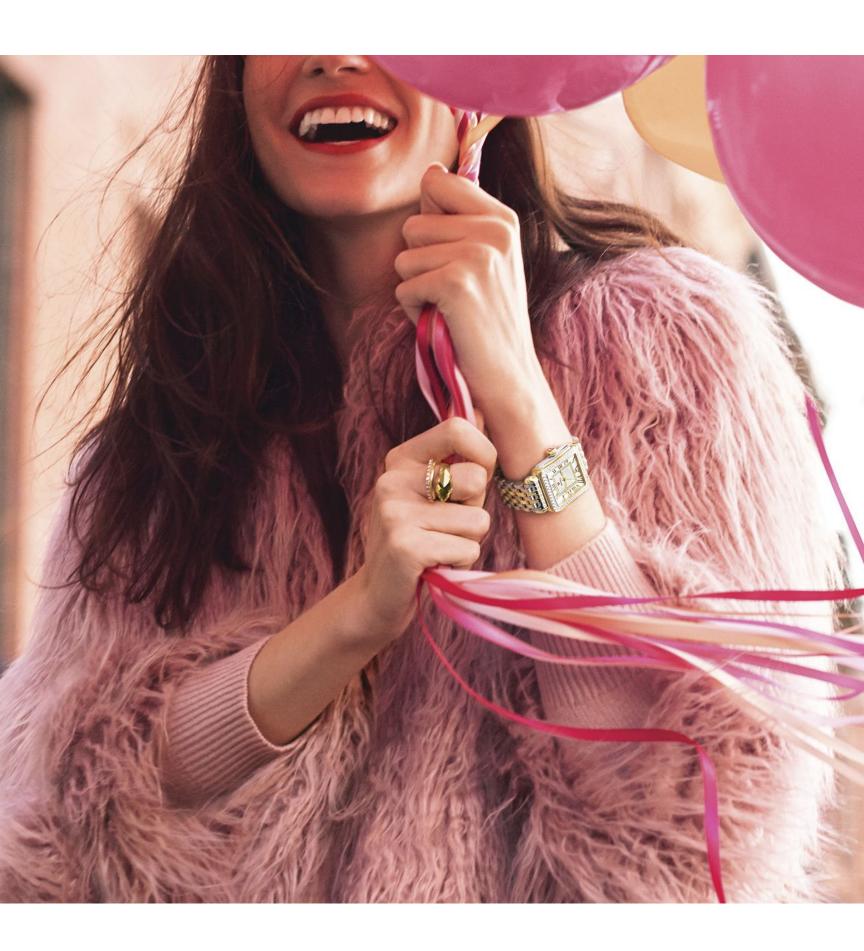
Venice, Cuzco, Seoul—
MC's Creative Director sees style inspiration everywhere she travels

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STYLE THE BODY
ELECTRIC IN '80sINSPIRED DESIGNS

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VERSACE

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@PLAY

143 NEW POWER RANGER NAOMI SCOTT IS DOWN TO YOUTUBE AND CHILL; DATING HELP FROM NETFLIX'S LOVE; MORE

WIN THE COVER LOOK





BEAUTY PRODUCTS WORTH \$430: To enter and for official rules, go to marieclaire.com/winthecoverlook and complete the online entry form. See complete the online entry form. See Shopping Directory for details. MAKEUP PRODUCTS: From Dior, a year's supply worth \$286. HAIR PRODUCTS: From L'Oréal Paris, a year's supply worth \$144. BLACK DRESS COVER: Dress, Gucci, earrings, Johansson's own. WHITE DRESS COVER: Dress, Dior; earrings, Messika Paris. BLACK TOP INSIDE COVER: Top & skirt, Dolce & Gabbana; T earrings, Tiffany & Co.

social-media stars

Washington, D.C.,

locals show off their power style

Should you try

facial oils? We

have the answer

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BLUE IS

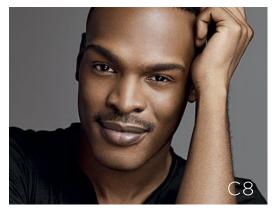
THE WARMEST

COLOR

Step out

in indigo-hued accents,

accessories, and prints



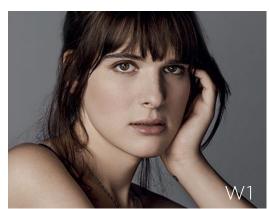














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ice-covered waters

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How one woman took on the enemy (not to mention sexism in the military)

@PEAK

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THE FUTURE IS FEMALE

Women aren't just breaking into the tech scene; they're leading the way. A booming community of virtual-reality pioneers is taking on the bros.

marieclaire.com/virtual-reality-women



INSTA-BEAT OUR PHOTO-HAPPY EDITORS HASH(TAG) IT OUT









1. Claire Fontanetta Assistant Beauty Editor/@claire_fonta Stand Here And Think About Someone You Love! 2. Rosa Heyman Social Media Editor/@rosaheyman 1-year-at-@marieclairemag flowers. 3. Lauren Valenti Beauty Editor/@lauren_valenti Boys...sometimes a girl just needs one (or 25) @tomford. 4. Wanyi Jiang Design Director/@wanyizee This is Goldie Hen. Wait till you meet her sis Chicki Minaj.















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AND MY HEART AND KNOW
THAT EACH OF THEM IS YOURS FOREVER?
WILL YOU BE THE PERSON I SHARE
EVERYTHING WITH AS OUR LOVE GETS STRONGER
AND DEEPER THROUGH TIME?

WILL YOU?



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EDITOR'S NOTE

Spring to Action

have to admit something-I don't always "get" fashion. I mean, I've always loved shopping— I remember the thrill of early spring days when my mother would pick me up from school and drive straight to Bloomingdale's. (The department store was new to Boston in the '80s, and my mother, a native New Yorker, was insanely excited about its arrival.) And I have always known there was a mysterious alchemy to getting dressed—a certain power in putting something on that feels completely right. But to be perfectly honest, when I became editor of Marie Claire more than four years ago, the fashion world was pretty foreign to me. I came up through the journalism side of magazines, not fashion. But I have come to absolutely love it: the artistry, the inspiration, the magic of the runway. It's been a true pleasure to immerse myself in it. So it is with particular pride that I can say this spring fashion issue really has everything-from flashy colors in '80s silhouettes to punkish studded jackets that bring out your inner rebel to ornately detailed accessories to pristine

white dresses with subversive twists, styled by Patti Wilson and photographed by François Nars (p. 218).

And I don't usually fawn over our cover stars, but ever since I met Scarlett Johansson on a shoot a few years ago (and heard *that voice* in person), I have been, frankly, madly in love with her. She is someone who projects fierce femininity without losing a shred of authority, and shows the world time and again what power looks like on a woman. To know that she is the most bankable female star in Hollywood (she was recently declared the highest-grossing actor of 2016), that she brought her breast pump to the Oscars, and that she wants to use her platform to speak out for issues she cares deeply about? My ideal woman.

It's no secret I love a badass. Scarlett reigns, but she's just one of many we highlight in this issue. There's Johanna Nordblad, who dives *underneath the ice* for fun, and is the female world-record holder in the extreme sport ("The Ice Princess," p. 264). In "I Fought the Taliban From the Sky" (p. 266), military helicopter pilot Mary Jennings Hegar













CLOCKWISE FROM LEFT: An Alberta Ferretti top shot by François Nars and styled by Patti Wilson; ice diver Johanna Nordblad takes the plunge; a sign from the March for Women's Equality I attended with my mother in 1989

recounts a rescue mission in which she and her crewmates found themselves under fire in Kandahar Province, Afghanistan. This month's News Feed (p. 139) features the newest crop of female senators: Tammy Duckworth (D-Illinois), Kamala Harris (D-California), Maggie Hassan (D-New Hampshire), and Catherine Cortez Masto (D-Nevada), whose wins made the Senate 21 percent women, the most in U.S. history, and quadrupled the number of women of color serving as senators. And now that they've taken their seats in Washington, D.C., we introduce you to another wave of trailblazers across the country. In "The Force Awakens" (p. 260), we spotlight women radicalized to run for political office after the November election. No longer content to remain on the sidelines or feel that their voices go unheard, they've decided to be part of change.

You don't have to run for office to take part, though. Hundreds of thousands of women marched in Washington and other cities around the nation to stand up for their rights. Fun fact: There's a photo on page 263 from the 1989 March for Women's Equality in Washington, D.C. When I was 17 and applying to college, my mother took me down to D.C. to participate in that march. She died last year, but I am so grateful for the lessons she taught me—to make my voice heard, to stand up for what I believe in. As Scarlett says, "Why can't I have the voice? What's the point of having it if you don't use it? If you don't want to get involved, please, the noise is loud enough. But if you've got something to say, say it." Amen.



Anne Fulenwider

EDITOR-IN-CHIEF

annefulenwider@marieclaire.com







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FIRST

IN OUR INBOX

WHAT YOU SAID

WHEREVER YOU'RE TALKING ABOUT MC—INSTAGRAM, TWITTER, FACEBOOK, OR E-MAIL—WE'RE LISTENING. HERE'S HOW YOU RESPONDED TO OUR JANUARY 2017 ISSUE



Culture Club

Thank you so much for featuring Gina Rodriguez! As a Chinese-American woman, it is encouraging to see Marie Claire lead the movement to share diverse voices and expand our understanding of what powerful, inspirational, and impactful women look and sound like. Now more than ever, America needs constant reminders that beauty, strength, and innovation originate from diverse perspectives. Marie Claire's spot-on coverage of women's issues and victories, and the women of color from many cultural backgrounds who grace your covers and pages, keeps me coming back month after month. -Christina Potter, Seattle

Darling Clémentine

I loved Clémentine Desseaux's ["Big Girl in a Skinny World"] fearlessness, as well as her resemblance to a style icon from another era, the great Frida Kahlo. I hope we see more of her!

-Stephanie Sandercock, Blaine, WA

Reader of the Month!

ShawnTe Pierce of Elkton, Maryland, wins this month's beauty bag for kindling our feminist spirit: "With all of the chaos the past few years, it felt like we were taking leaps backward. Then I read '100 Moments Women Killed It in 2016' and cried. Especially after the election, many of us are feeling that we are taking a huge hit in the progress for equal rights. As an African-American woman, it feels even more so. However, seeing these moments made me realize that while we still have a long road ahead of us, we as women are resilient as hell. If we could do those 100 awesome things in 2016, I know in

2017 we will accomplish

so much more,
because we
have more
to fight for.
Thank you for
reminding
me that
no matter
what, we will
persevere!"

THE FANS HAVE SPOKEN

@alyssawritesxo: @HereIsGina looks like a ray of sunshine on the cover of @marieclaire

@JainaLeeOrtiz: Beautiful ... in and out *@HereIsGina* via *@marieclaire*

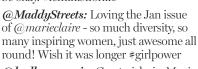
@madwheel12: Read the @marieclaire article feat. @HereIsGina & my admiration for her has grown even more. A true inspiration for young women everywhere.

@threelittlebirds25: Check out 100 Moments Women



Killed it in 2016 @marieclairemag January 2017 issue. #women #beinspired #girlpower #marieclaire #womenempowerment #jenortiz #newsfeed

@JessEnglish35: Reading 100 moments women killed it in 2016 in @marieclaire and feeling like it all CAN be okay. #feministforlife



@badben_maria: Great picks in Marie Claire's Jan. issue page 20, "What Nina Loves" @ninagarcia, Thank you!!!

@kambertilley Happy Tuesday #staycation #marieclaire #fitfam #nurselife #happytuesday #postworkout #countdownto2017



Tell us what you really think about this issue. Visit marieclaire.com to join the fray, or send your feedback directly to annefulenwider@marieclaire.com.

Letters may be edited for space or clarity. If you're chosen as Reader of the Month, you'll win a free beauty bag!



CONTRIBUTORS



FASHION EDITOR Leslie FREMAR

"Miss Scarlett" (p. 254) was not the first time the stylist worked with Scarlett Johansson. "There is a trust between the two of us where she lets me have freedom, which is nice when collaborating with someone," Fremar explains. "Scarlett really knows how to wear clothes. She is such a strong, independent woman that I just love dressing her." FAVORITE MEAL: Steak and French fries. FAVORITE ACTOR: "I can't choose one. That would be like picking a child."



MAKEUP ARTIST Charlotte TILBURY

@ctilburymakeup

The makeup artist, who was raised in Ibiza, Spain, and lives in London, show-cases the looks behind her Quick 'N' Easy makeup kits, out this month, in "Tour de Face" (p. 194). "The looks were inspired by the DNA of the cities," says Tilbury, "whether it's the golden California goddess or the effortlessly chic Parisian girl." SECRETLY OBSESSED WITH: Magic. PERSONAL STYLE: Bohemian-chic.



PHOTOGRAPHER TESH

Born in London, the New Yorker let Scarlett Johansson's attitude guide the lens at this month's cover shoot ("Miss Scarlett," p. 254). He took "really simple portraits, but with a modern feel," he says. "I shot it very conventionally because Scarlett herself brings the pictures to life." FAVORITE SNACK: "Coffee, if that counts." MOSTWORN ITEM: "Recently, a very old Champion hoodie, perfect for airplanes. I am sure it cost \$20 when I bought it 20 years ago."



WRITER Jill FILIPOVIC

@jillfilipovic

Filipovic, whose book, *The H-Spot: The Feminist Pursuit of Happiness*, comes out in May, hopes her article about women running for political office ("The Force Awakens," p. 260) moves readers to take the leap themselves. "If we want the world to be better for women and girls," the New York– and Nairobi, Kenya–based writer says, "then we need more women in power." LISTENING TO: Solange. GO-TO KARAOKE SONG: Notorious B.I.G.'s "Juicy."



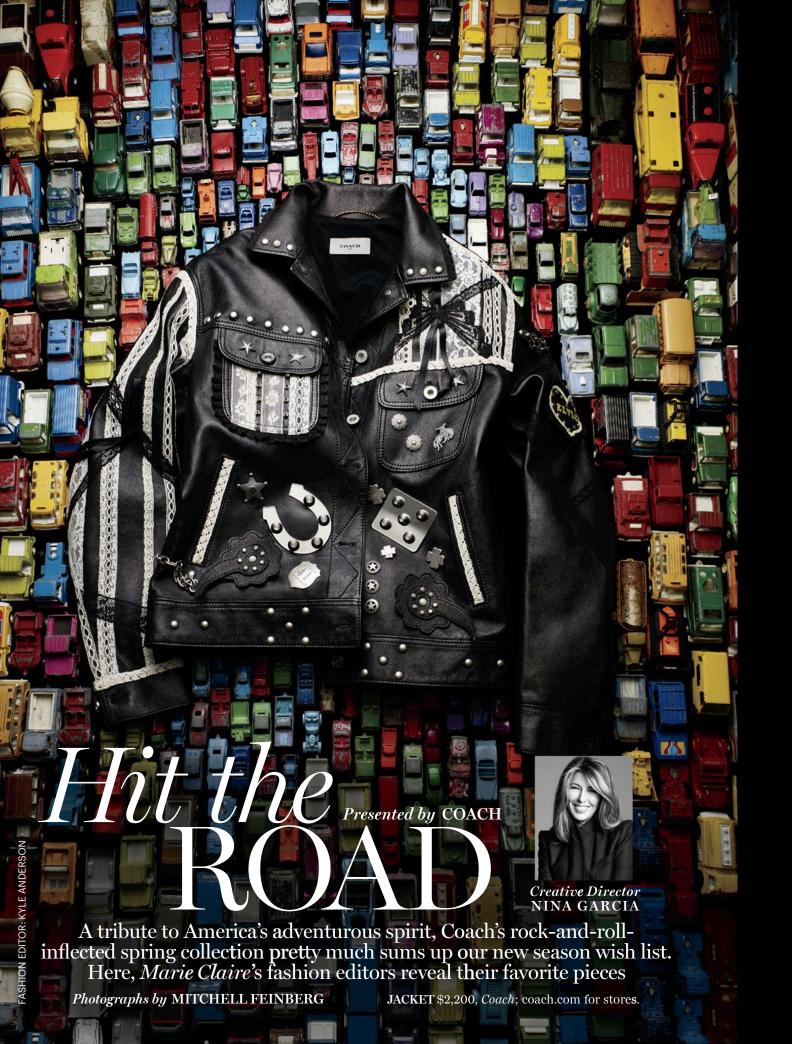
FASHION EDITOR Patti WILSON

In "Lab of Luxury" (p. 218), the influential stylist experimented with new pairings. "I wanted to start with a pastoral feeling, all white, cotton, and softness, and then shake it up, adding punk bits to give the story a rebellious and futuristic feel," she says. "I really had fun mixing fine jewelry with leather pieces." Behind the scenes, the shoot was less pristine: "Sheep are not shy about relieving themselves in public."



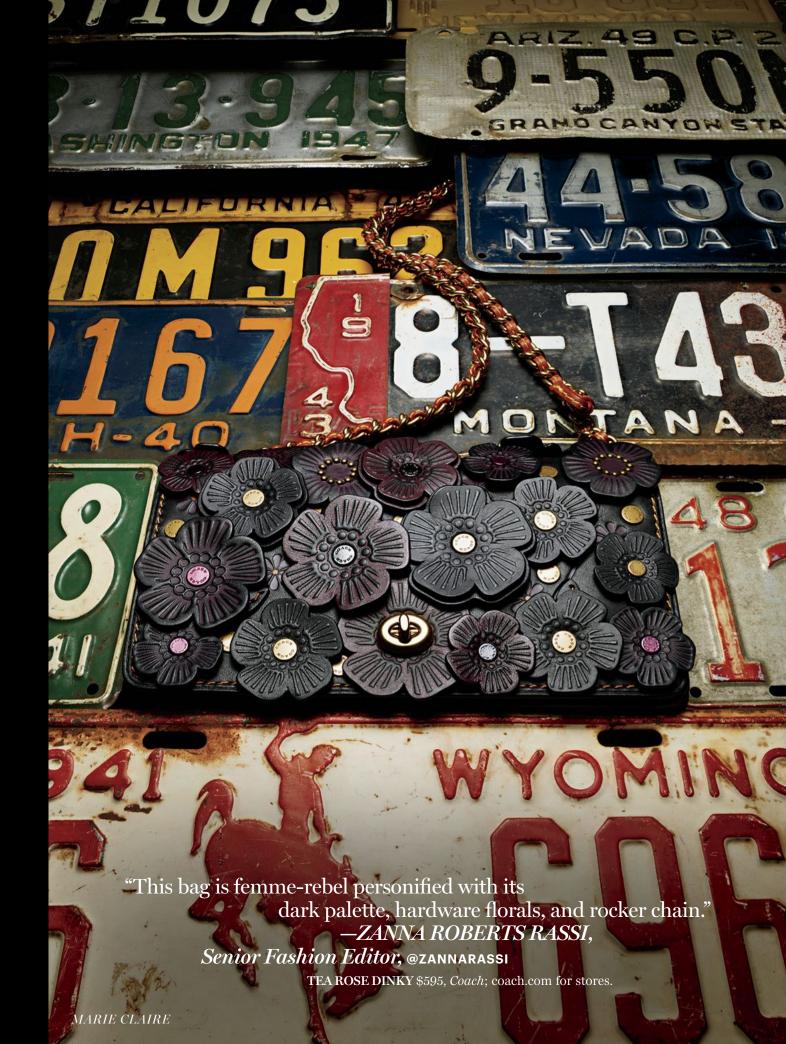
PHOTOGRAPHER François NARS

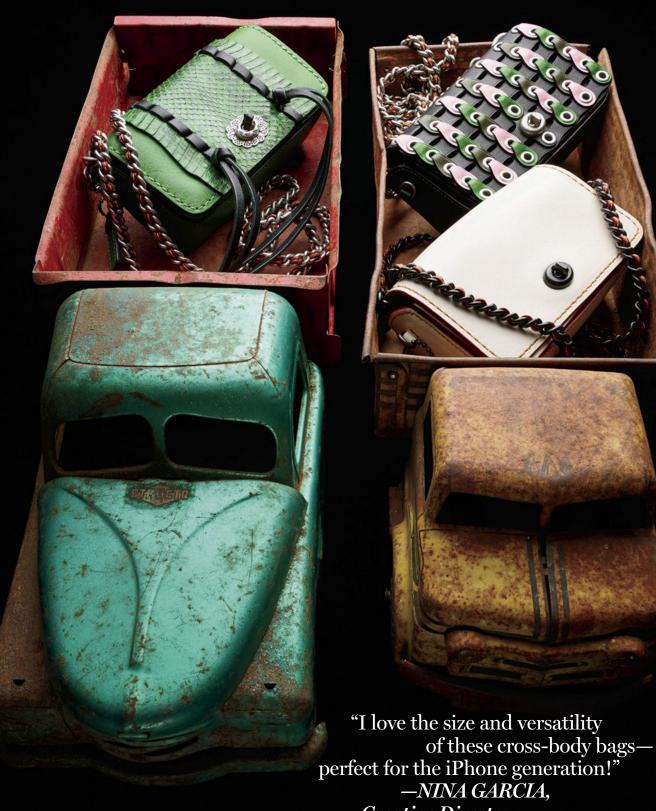
The founder of Nars cosmetics teamed up with frequent collaborator Patti Wilson to produce "Lab of Luxury" (p. 218), a fusion of classically inspired clothes and punk accents. Born in the South of France, Nars currently lives in New York and travels the globe working for his brand and on other projects, such as a self-titled photo biography (Rizzoli, 2016). STYLE ICON: Yves Saint Laurent. BEST PART OF THE JOB: "Making people feel happy and beautiful."









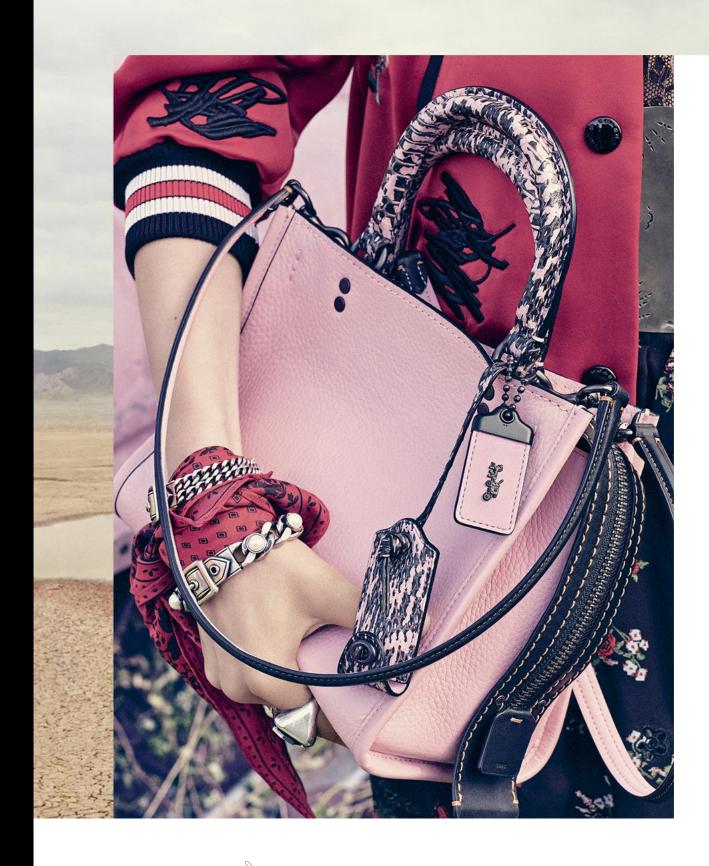


Creative Director, @NINAGARCIA

CLOCKWISE FROM LEFT: WHIPSTITCH DINKIER \$550, LINKED LEATHER DINKIER \$450, DINKY \$395, Coach; coach.com for stores.



















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BEHIND THE COVER: BEAUTY

SCARLETT JOHANSSON

THE ICON TAKES NATURAL SEX APPEAL TO THE NEXT LEVEL

HAIR: "The goal was to achieve beauty in a simple way," says hairstylist Sean Mikel of Johansson's minimalist waves. He spritzed her cropped locks with a volumizing spray before creating soft bends with a styling wand. A small amount of styling cream finished off the natural style. MAKEUP: "This look was all about keeping Scarlett fresh and beautiful to show off her confidence," says makeup artist Frankie Boyd. He applied black mascara "focusing on the roots to avoid making the lashes look too heavy." Lightweight face oil tapped onto the lids and dabs of foundation enhanced the actress's complexion. A final swipe of bold, matte red lipstick completed the look. NAILS: Manicurist Geraldine Holford complemented the clothes on set with two coats of a deep-blue polish, which was "softer than a harsh black." She then set the nails with a glossy gel top coat. —Taylore Glynn



"I'd never compare Scarlett to anyone else; she's in her own lane as far as her success, beauty, and realness."

-MAKEUP ARTIST FRANKIE BOYD

GIVENCHY ENCHY ROUGE The forbidden signature lipstick Alluring Color, Breathtaking Lightweight and Long-Wearing Leave your mark #IWASHERE



WHO WE LOVE

POWER PLAYERS

BADASS BEAUTY BRAND URBAN DECAY
TEAMS UP WITH THE WOMEN'S
GLOBAL EMPOWERMENT FUND TO
AMPLIFY WOMEN'S VOICES IN UGANDA

When Urban Decay, the cosmetics giant known for its cool-girl-power ethos, invites me to come check out the work of an NGO it supports the Women's Global Empowerment Fund (WGEF)—I pack my mosquito net and get on a plane to Uganda, obviously. After traveling for two days, I arrive in Gulu, a town in the north, a region ravaged by a brutal decades-long civil war that finally calmed in 2006. During the crisis, NGOs from around the world flocked to help aid the millions in IDP (internally displaced persons) camps, who, after being driven south, had returned to their native land to find they had nothing left. As the settlements eventually evolved into functioning villages, many NGOs moved on. WGEF remains.

Though the tides are slowly turning, Uganda is a patriarchal society. With so many men disenfranchised after the war, gender-biased violence is common. Reproductive health is scarce. AIDS

is a major issue, as is teen pregnancy. One person who is making a differ-

ence is Karen Sugar—a natural-born women's rights activist and poli-sci savant—the founder and executive director of WGEF. Based in Denver, Sugar is a petite blonde with a laid-back demeanor. But after we sit down for a couple of Nile Specials (the local beer) at our modest hotel in Gulu, I get her talking about her work in social justice, and the depth of her knowledge and passion is palpable. An ardent belief in microfinance, a desire to go where she could "make the most impact," and a series of fortunate connections led her to northern Uganda, where she eventually founded WGEF in 2007.

Later, after she schools me in the fine art of catching a "boda boda" (a motorbike that serves as a taxi), Sugar and I make our way over to WGEF's bare-bones office, where I meet a series



of amazing, strong women, and a few good men, too. Program director Bukneyna Muusa is a warm guy with the loveliest smile ever, and his devotion to the program is more than apparent. "He's the least sexist man I've ever met," says Sugar with a laugh. Muusa introduces me to "The Lucky Girls," a group of clients (NGOs refer to aid recipients and program participants as "clients") who work on the Healthy Periods Initiative, one of WGEF's programs, by making otherwise inaccessible sanitary napkins and distributing them to schools. They put me right to work, and we spend a couple of hours producing the pads using a hand-pressing method and specialty machines that Muusa traveled to India to purchase. Some women share their stories, and many are sadly similar: parents killed in the war,





LEFT: Young girls perform at the drama festival. ABOVE: (From left) WGEF program associate Okumu Kevin, client Aloyojok Prisca, program associate Arena Monica, founder Karen Sugar, and client Akello Grace. RIGHT: Women carry instruments at the festival. BELOW: WGEF clients known as "The Lucky Girls"

rape, teen pregnancies. But today, as we work alongside one another, they're smiling. "When clients first come here, often they're very shy, even afraid to speak," says Muusa. "It's amazing to watch them find their voices."

Education is crucial to female empowerment the world over, but here in Uganda, it can be difficult to attain. A public school system exists, but many families are barely scraping by. (The average Ugandan makes about \$1.25 a day; women, even less.) During the war, few went to school, so another of WGEF's programs, the Literacy Project, seeks to help close the gap. The next day, we travel to a school where I meet 200 women, young and old, learning to read and write for the first time. They're justifiably enthused by the new skills they've fought so hard for. We also visit Mama Grace's School for children, recently started by Akello Grace, a WGEF client success story: Though Grace suffered untold hardships during 10 years in the IDP camps, today she is an entrepreneur, a district council representative, a women's rights advocate, and a community leader. In other words, a total badass.

Urban Decay got involved when founder Wende Zomnir connected with Sugar in 2014. The company had recently formed The Ultraviolet Edge, a global initiative to partner with nonprofits aimed at female empowerment. For Zomnir, a self-made businesswoman, working with WGEF was a no-brainer. "I was personally attracted to [their] efforts to foster entrepreneurial spirit, but the structure and the way they accomplish

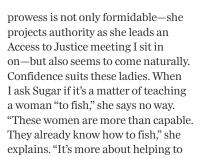
This month,
100 percent of
the proceeds
from sales of
this primer will
benefit the
Women's Global
Empowerment
Fund. Go to
urbandecay.
com/uvedge to
learn more.
URBAN DECAY

URBAN DECAY Eyeshadow Primer Potion in Fix, \$20; urbandecay.com.



this is also unique. Karen and WGEF empower the women they work with to find their voices, giving them the confidence to become leaders in their communities and fight for the rights of women everywhere," she says. "It was important to me that any organization we were going to partner with would go beyond a handout—WGEF's work has helped to cultivate a sisterhood, building community support and helping women create their own paths to success."

A day later, I attend the opening of a new Urban Decay-funded women's community center, where locals can attend seminars, use the Internet, and obtain other resources, such as peer counseling courtesy of WGEF's Access to Justice program, which helps women identify and exercise their rights in court over stolen-land disputes, domestic violence, and other issues. I'm particularly inspired by Aloyojok Prisca, a client who now serves as chair of the program. Like Grace and the many other women I've met, her leadership



GULU WOMEN'S RESOURCE CENTRE

Funded by Urban Decay, the new center provides programs and resources to advance women

provide opportunities and resources that simply weren't there. Then, wow, look at what they make happen!"

My visit also coincides with Gulu's annual drama festival, a competition in which women from all over the region present poems, songs, and dances critiquing the patriarchal status quo. The theme this year is "Access to reproductive health care is my right," and while women of all ages participate, I'm especially blown away by some of the younger girls and the brave, proud way they ascend the stage and command the audience's attention. It's like witnessing an extremely powerful women's movement. The winning team, a group of traditional dancers, takes home the grand prize, a bull. (A few goats are on hand for runners-up.)

During the long journey back to the airport in Kampala, Uganda's capital, Sugar tells me she's already dreaming up new plans, such as establishing a local radio show to help promote community involvement. "We can never, ever stop working," she asserts. There's no question in my mind: She, and the amazing women of Gulu, won't give up. In fact, they're just getting started. —Erin Flaherty

\$240; RALPH LAUREN.COM»

RALPH LAUREN THE LIFE **EXOTIC** Ralph Lauren was INSPIRED BY HIS TRAVELS WHEN HE DREAMED UPTHIS AMBER AMBER-LACED FRAGRANCE. «Ralph Lauren Amber Eau DE PARFUM,

WHAT ERIN LOVES

From the Serengeti to the Nile, *MC* Beauty Director **Erin Flaherty** is all about a safari adventure

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MARULA.COM»

GREAT LOOK Leica and Hermès

TEAMED UP FOR THIS

2918

ANIMAL KINGDOM
THOUGH THEY LOOK LIKE WAX CANDLES, THESE
PILLARS BURN LIQUID PARAFFIN, SO YOU CAN REFILL.
«LUCID (FROM LEFT) CHIMPANZEE, GIRAFFE,
ELEPHANT, AND ZEBRA CANDLES, FROM \$94

EACH; LUCIDCANDLE.COM>

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Warm, spicy notes of cardamom, saffron, and cumin mix with leather in this sauvage scent.
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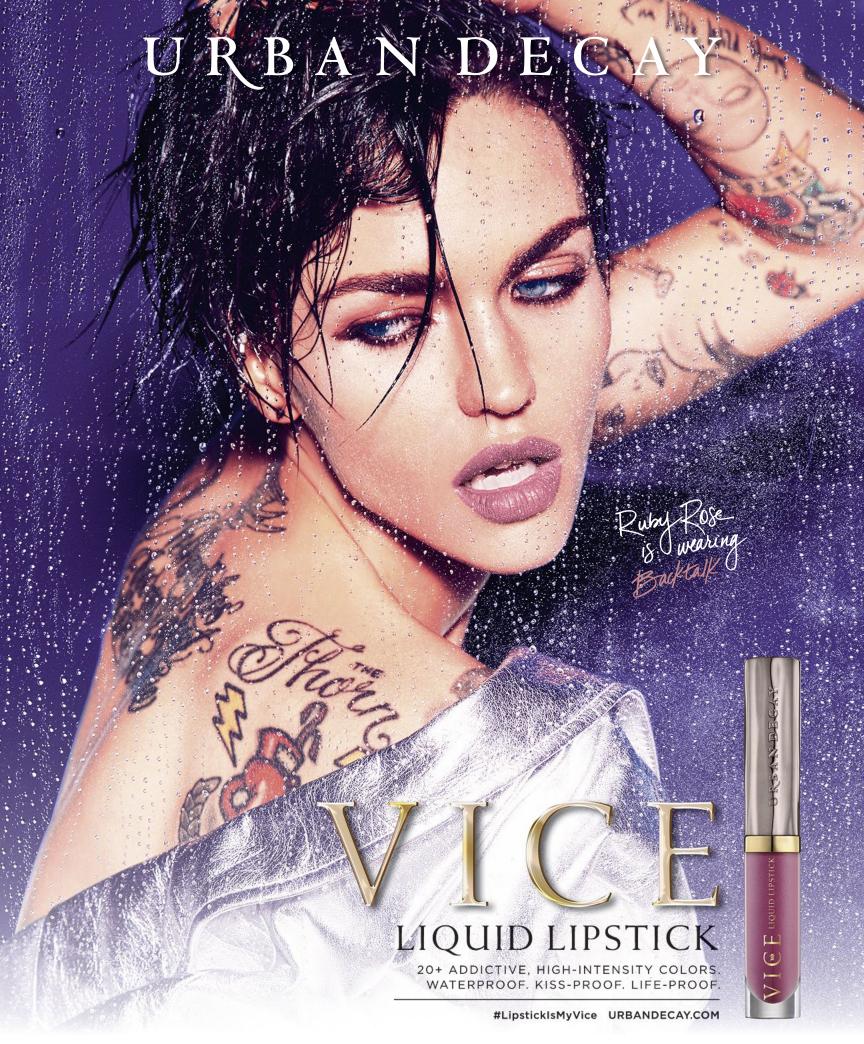
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Emily is wearing New The 24K Nudes Palette. ©2017 Maybelline LLC.





DENONTIE SECRETE INTRO CHI OCCULTER GRATIE ET OFFICII. O COLLUDERA PER

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BAG \$4,200,

Gucci; gucci.com for stores.

Three days in

VENICE

OLD-WORLD CHARM AND ECCENTRIC
ARTISAN CRAFTS MAKE ITALY'S
FLOATING CITY A TREASURE TROVE
OF INSPIRATION

KEEPING 'EM HONEST

LEGEND HAS IT THAT LIARS WHO STICK THEIR HAND INTO THE PALAZZO DUCALE'S PAGAN "MOUTH OF TRUTH" (LEFT) WILL HAVE IT BITTEN OFF.



RING price upon request, Buccellati; (212) 308-2900 for special order.



"Accessible by private boat, the

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Cipriani—a celebrity haven during the Venice Biennale

and film festival—sits on a secluded

island."

MASTER CRAFT

FASHION INSIDERS HAVE
LONG FLOCKED TO VENICE
TO SOAK UP ITS RICH
HISTORY AND HUNT FOR
ARTISANAL CRAFTS—
I PERSONALLY CAN'T RESIST
THE FORTUNY SILKS AND
MURANO GLASSWARE.



NO VENICE TRIP IS COMPLETE WITHOUT A CRUISE TO BURANO (BELOW), A SMALL ISLAND KNOWN FOR ITS COLORFUL HOUSES AND LACE MAKING, A TRADITION DATING BACK TO THE 1400s.





CANAL STREET

THE FRENCH THINK THEY OWN THE STRIPED SHIRT, BUT VENICE'S GONDOLIERS STARTED THE TREND! I COULD WATCH THEM GLIDE GRACEFULLY THROUGH THE CANALS FOR HOURS (WITH GELATO IN HAND, OF COURSE).



Four days in CUZCO HIKING MACHU PICCHU, I FELL IN

LOVE WITH PERU'S ORNATE
EMBROIDERIES, ADVENTUROUS CUISINE,
AND—OF COURSE—THE ALPACAS

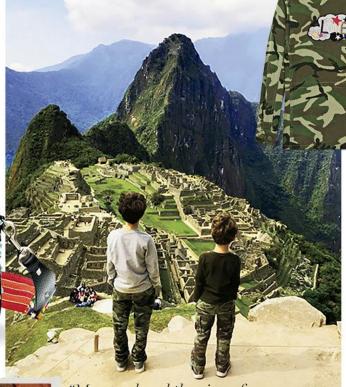


ALL ABOARD

NAMED AFTER THE EXPLORER WHO REDISCOVERED THE INCAN SITE, THE LUXE HIRAM BINGHAM TRAIN (ABOVE) TAKES YOU UP THROUGH THE COUNTRYSIDE TO THE BASE OF MACHU PICCHU IN STYLE.



BAG price upon request, Valentino Garavani;



"My sons loved the view of Machu Picchu, especially since they're learning about the



MIXED PLATE

Strolling the

streets of Cuzco in my favorite

March11 dress

COAT \$1,550,

Saint Laurent by Anthony

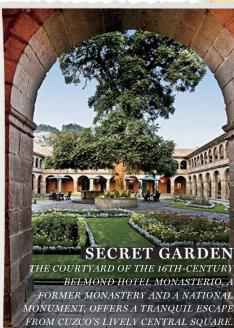
BLENDING IN
LOCALS (LIKE THESE
SCHOOLCHILDREN) DRESS IN
VIBRANT VICUÑA FABRICS
WITH INTRICATE STITCHING.

Vaccarello:

PERU'S LARGE JAPANESE
POPULATION MEANS
THE FOOD IS OFTEN A MIX
OF ASIAN AND SPANISH
CUISINES. I RECOMMEND
OSAKA IN LIMA (ABOVE)—
IT WAS THE BEST SUSHI
I'VE EVER HAD!



DRESS \$1,400, March11; modaoperandi.com for similar styles. CUFF \$625, Valentino Garavani; valentino.com for stores.





The Ritz's Coco Chanel suite was decorated by the designer herself

Two days in

PARIS

I COULDN'T MISS KARL LAGERFELD'S TAKEOVER OF THE RITZ PARIS FOR CHANEL'S MÉTIERS D'ART RUNWAY SHOW

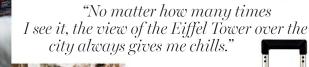




MODELS (INCLUDING KARL'S LONGTIME MUSE, CARA DELEVINGNE, BELOW) WOUND AROUND LUNCH TABLES IN ORNATELY EMBELLISHEI LOOKS TO IRVING BERLIN'S "PUTTIN ON THE RITZ."



GLITTERING INVITATIONS BECKONED US TO A KICKOFF COCKTAIL PARTY WITH GUESTS LIKE PHARRELL WILLIAMS, BELLA HEATHCOTE, AND K-POP STAR G-DRAGON. WILLOW SMITH PERFORMED!



Thanks to Air France's plush La Première seats, I got plenty of beauty sleep en route!

WHI WALL















HUNDREDS OF DESIGNERS SHOWED THEIR SPRING COLLECTIONS INSIDE ZAHA HADID'S WILDLY FUTURISTIC DONGDAEMUN DESIGN PLAZA.



"Keep an eye on singer CL—her fierce wardrobe choices are making her a global trendsetter."

Six days in

SEOUI

FROM ITS GLAM K-POP STARS TO ITS AVANT-GARDE STYLE CHOICES, THE SOUTH KOREAN CAPITAL IS FAST BECOMING FASHION'S NEXT HOT SPOT



GLASSES price upon request, pushBUTTON x Gentle Monster; pushbutton-e-boutique.com.

ON THE EDGE

LOOKS FROM RISING TALENTS LIKE (FROM TOP) PUSHBUTTON, FLEAMADONNA, AND 99%IS- FELT LIKE INSTANT STREET-STYLE BAIT.







OBSCURE FINDS ABOUNDATRARE MARKET (ABOVE), ACONCEPTSTORE IN CHEONGDAMOPENED BY LONGTIMEFRIENDS JESSICA JUNG AND DAMI KWON (K-POP SENSATIONG-DRAGON'S OLDER SISTER).



TOP price upon request. pushBUTTON; pushbutton-

e-boutique.com.

OFF THE CHARTS

WITHIN A MONTH OF DEBUTING ON YOUTUBE, THE SINGLE "PLAYING WITH FIRE," FROM THE ALBUM SQUARE TWO (ABOVE) BY K-POP GIRL BAND BLACKPINK (TOP), RACKED UP ALMOST 50 MILLION VIEWS.





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TRAVEL DAY WITHOUT
HAVING TO REAPPLY.

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ILLUMINATING HIGHLIGHTER
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DIMENSION AND RADIANCE,
IT'S THE DEFINITION OF

MULTITASKING MAKEUP.

FACE THE DAY

LOOK FRESH-FACED
FROM TAKEOFF TO
TOUCHDOWN WITH
LUMINOUS COVERAGE
COMPLIMENTS OF
DREAM CUSHION™
FRESH FACE LIQUID
FOUNDATION (\$15.99).



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EVERY CARRY-ON SHOULD
INCLUDE COLOR
SENSATIONAL® VIVID MATTE
LIQUID™ (\$7.99). GLIDE ON
THE GLOSS FOR A VIVID
MATTE FINISH—AND REVEL IN
THIS HIGH-IMPACT LOOK.



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PUTTING YOU AT THE CENTER OF OUR WORLD

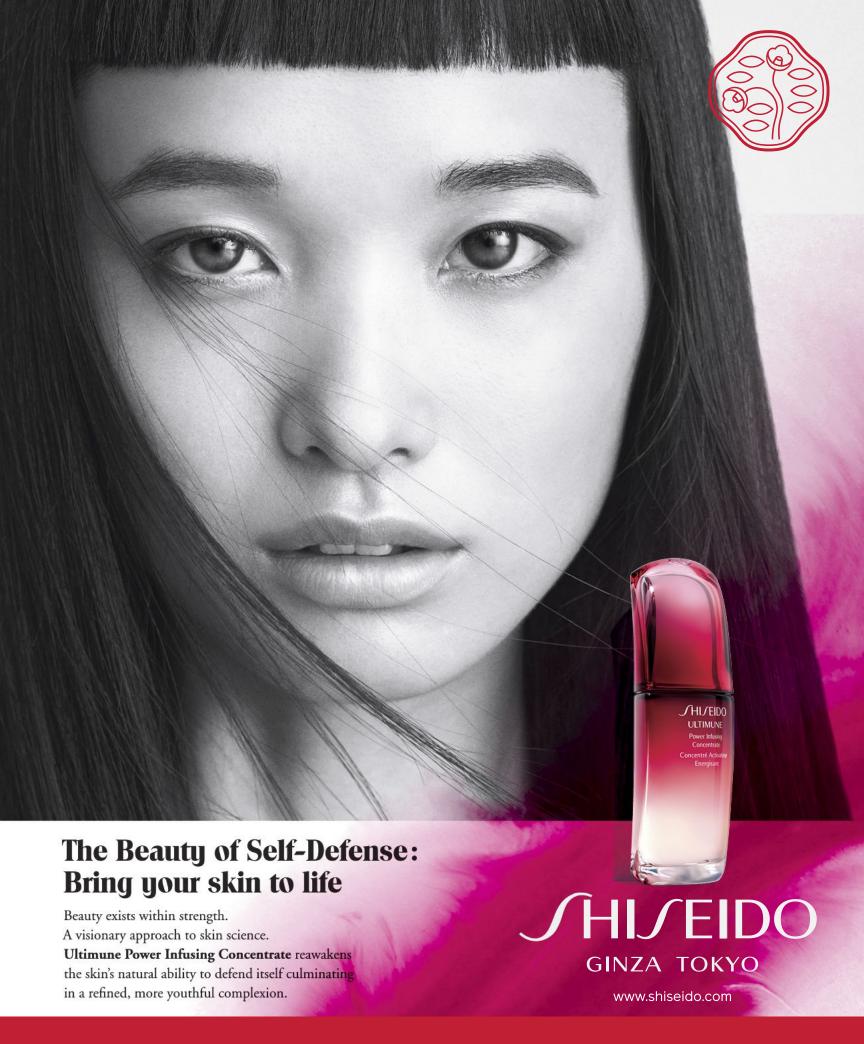
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1. TOP \$950, Roberto Cavalli; modaoperandi.com for similar styles. 2. BAG price upon request, Miu Miu; miumiu.com for stores. 3. EARRINGS price upon request, Lydia Courteille; modaoperandi.com for similar styles. 4. TOP \$1,880, Mulberry; (646) 669-8380. 5. NECKLACE \$625, Mateo New York; mateonewyork.com.
6. TOP \$305, Flow the Label; modaoperandi.com for similar styles. 7. BOOTS \$1,050, Fendi; (212) 897-2244. 8. BAG \$4,900, Fendi; (212) 897-2244. 9. SHOES \$1,980, Gucci; gucci.com for stores. 10. TOP \$880, Hellessy; modaoperandi.com for similar styles. 11. NECKLACE price upon request, Cartier; (800) CARTIER.





1. JACKET price upon request, Etro; modaoperandi.com for similar styles. 2. BAG \$2,150, Chloé; chloe.com for stores. 3. SHOES \$695, Tory Burch; modaoperandi.com for similar styles. 4. BAG \$3,295, Dolce & Gabbana; (877) 70-DG-USA. 5. TOP \$495, Tory Burch; modaoperandi.com for similar styles. 6. BAG \$1,550, Saint Laurent by Anthony Vaccarello; ysl.com. 7. IPHONE CASE \$128, Kate Spade New York; katespade.com. 8. TOP \$1,093, Zeynep Tosun; zeyneptosun.com for information. 9. NECKLACE \$2,300, Gucci; gucci.com. 10. SHOES \$275, Figue; modaoperandi.com for similar styles. 11. JEANS \$3,480, Roberto Cavalli; modaoperandi.com for similar styles. 12. BAG price upon request, Loewe; loewe.com.





1. SHOES \$765, $N^{\circ}2I$; modaoperandi.com for similar styles. 2. RING price upon request, *Dior Fine Jewelry*; (800) 929-DIOR. 3. EARRINGS price upon request, *Buccellati*; (212) 308-2900. 4. NECKLACE price upon request, *Giampiero Bodino*; giampierobodino.com for information. 5. JACKET price upon request, *Roberto Cavalli*; modaoperandi.com for similar styles. 6. BRACELET price upon request, *Piaget*; (877) 8-PIAGET. 7. SHOES \$595, *Emporio Armani*; (212) 207-1902. 8. BAG \$1,045, *Valentino Garavani*; valentino.com for stores. 9. TOP price upon request, *pushButton*; pushbutton-e-boutique.com. 10. BAG price upon request, *Dior*; (800) 929-DIOR. 11. JACKET price upon request, *Disquared2*; modaoperandi.com for similar styles. 12. RING price upon request, *Dior Fine Jewelry*; (800) 929-DIOR.



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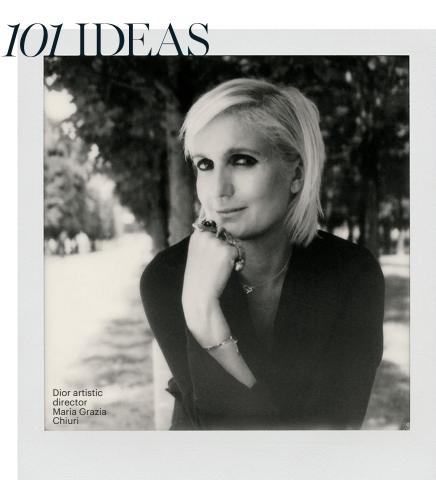














LADIES FIRST

Dior finally puts a woman in charge—and Maria Grazia Chiuri's feminist message feels right on cue

"Zest is the secret of all beauty," Christian Dior famously posited. Had he been among the crowd packed into Paris' Musée Rodin last fall to watch his house's new artistic director, Maria Grazia Chiuri, debut her first collection, no doubt he would have been pleased. As Beyoncé's power anthem "Flawless" pumped in the background, a parade of tulle skirts, quilted fencing jackets, spaghetti-strap gowns, and slogan tees (emblazoned with messages like dio(r) evolution and we should all be feminists a nod to the viral 2013 TEDx talk by Nigerian writer Chimamanda Ngozi Adichie, who sat front row) made their way down the runway. Chiuri played with house codes like side-buttoned Bar jackets, full skirts, and scalloped trim, but she turned an eye toward younger generations by mixing in streetwear elements: sneakers paired sportily with gowns, large Jadior logo-covered bra straps and waistbands. "I strive to be attentive and open to the world and to create fashion that resembles the women of today," says the designer, who read both Dior's memoir and the late-20th-century classic Women Who Run With the Wolves to prepare—"[fashion] freed from the stereotypical categories of 'masculine/feminine' and 'young/not so young.'" Ethereal netted pieces embroidered with flowers, leaves, and insects were right in Chiuri's wheelhouse after her 17-year stint at Valentino, but fortune-telling-themed dresses along with bags printed with good-luck charms also seemed at home, given Dior's well-documented love of tarot (highly superstitious, he was said to have had his cards read before every show). Under Chiuri's stewardship, the house's future couldn't look brighter. —Carolina O'Neill





101 IDEAS

The LOCK This season's marching orders? Pairing opulent band jackets with distressed denim

The Jacket SGT. PEPPER STYLES WITH FANCIFUL TRIMMINGS SPEAK TO A BOLD PERSONALITY.



information. \$185, Balenciaga; balenciaga.com \$1,995, Bally; (310) 247-1012. \$870, Gucci; gucci.com for stores. The Accessories METALLICS PLAY UP THE DECORATIVE

ACCENTS ON YOUR JACKET.

> \$228, J Brandat Bloomingdale's; (212) 705-2000.

request, Giampiero

dino; giampiero bodino.com for

\$860, Gucci;

\$128, Guess; shop.guess.com

The Denim

LOW-SLUNG, HIGH-WAISTED. NO MATTER-AS LONG AS IT'S ARTFULLY RIPPED OR DYED.

\$1,055, Alix of Bohemia; modaoperandi.com for similar styles





ACCESSORIES SPOTLIGHT

Master PIECES

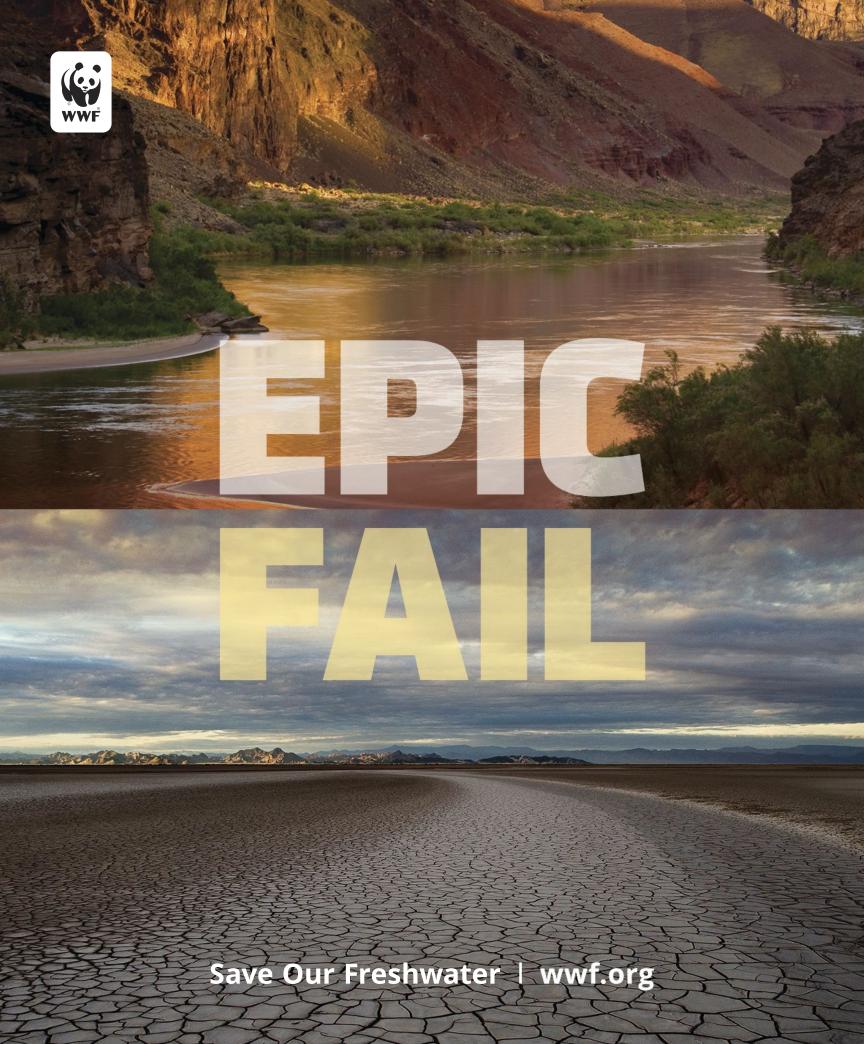
SET AGAINST OLD-WORLD PORTRAITURE, THE LATEST DIAMOND RINGS PAINT A DECIDEDLY MODERN PICTURE

Photographs by ZEREN BADAR Fashion Editor: KYLE ANDERSON



MIU MIU

INTRODUCING MIU MIU L'EAU BLEUE









What's it like to go from the rural fields of southern France to the runways of Paris? Self-taught rising star
Simon Porte Jacquemus gets real with

MC Creative Director Nina Garcia

NINA GARCIA: What motivated you to start the brand? SIMON PORTE JACQUEMUS: When I was 18, my mother passed away from an accident at just 42 years old. I was in shock and had to rebuild myself. I realized life could stop at any moment. Losing her, I felt ready. I chose Jacquemus because it's her maiden name, which I also adopted.

NG: How would she feel if she could see you now? SPJ: Proud and surprised. I see my collections as a way to speak to her, so in every one, there is something about her. I never have a muse or star in mind—it's always my mother.

NG: You're 27. Do you think your youth is an advantage? SPJ: I think this naïveté and initially not knowing the rules of the fashion system gives me an advantage—to just have fun without thinking about the business side. That's important, of course, but sometimes it breaks the dream.

NG: You're a self-taught designer. How did you learn the ropes? SPJ: It's about knowing exactly what you want, not exactly how to do it. The buttons, the color of the leather, the music for the show. I've never been to fashion school, but I worked at the Commes des Garçons store in Paris to finance my brand, and I feel it was my school. It taught me about clothes, and how to be sure of who you are, treat your people, and approach your customer.

NG: How did you get the word out? SPJ: My attitude was "You're not going to forget me." I e-mailed all the editors in Paris: "Hello, I'm Simon, I'm 19,

NG: What inspires you? SPJ: French films. When I was young, I was obsessed by girls on TV. In my mind, it's not a collection—it's a film: I know what she eats, where she eats, the camera angles, the music. All of my collections are named after old French movies. It's a Jean-Luc Godard way to think. I feel it's really important to bring people into my universe.

NG: What do you think is missing in fashion today? SPJ: Poetry. Even a white T-shirt, you have to come to it with a story. I hope that in the world of Jacquemus, there is poetry. It's not cold; it's always something very positive that reminds you of your childhood. I fight for smiles.

NG: Do you decorate like you design? SPJ: I never publish pictures of my place because it's the only place I like to keep private. It's a colorful mess. It's blue and orange mixed with Marrakech pottery and ceramics. It looks like I'm 10 years old.

NG: Had you not become a designer... SPJ: I might have been a dancer. I used to do it at a very high level. I stopped at 12, the year I was supposed to enter the ballet. But I still go out and dance with friends a lot.







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101 IDEAS

Character STUDY

DESIGNER ZAC POSEN AND MODEL CRYSTAL RENN GIVE JAZZ ICON BETTY BOOP A MODERN-DAY MAKEOVER

PHOTOGRAPHS BY RUVEN AFANADOR

ho among us can say that at 87 years old, they look better than ever? Two words: Betty Boop. Yes—the 1930s animated character whose flapper look and coquettish "Boop-Oop-a-Doop" tagline made her a household name is being revamped for a whole new generation. "You could say I was in the right seat at the right time," says Zac Posen, who was tapped by King Features Syndicate

to reimagine the comic strip turned screen siren's iconic red dress. While on the set of *Project Runway* last summer, he says, fellow judge and *Marie Claire* Creative Director Nina Garcia "turned to me and said, 'I think you're the perfect person to do it.' I didn't hesitate!"

After meeting with cartoonists from Fleischer Studios (the original creators of Betty Boop) and graduate students at the School of Visual Arts (who, for their master's thesis, were asked by King Features Syndicate vice president of creative services and SVA alum Frank Caruso to give the character a fresh look), the designer spent the next few months crafting two dresses he felt captured both her femininity and spunk. "I've always been a huge fan of Betty," says the 36-year-old, who grew up reading comic books and watching reruns of the original cartoons with his father, himself an artist, who based his paintings on early animated characters. "I'm all about a woman with ambition and drive," adds Posen. His first dress, a flounce-hemmed mini, riffs on Betty's signature cocktail style, while the other, a mermaid-cut gown, channels more of a red-carpet moment. They found the perfect model in Crystal Renn, an industry barrier breaker whose 2010 book, Hungry, chronicles her battle with anorexia and preaches body positivity ("She studied all the animated moves to truly become Betty on set," marvels Posen). Each frock is trimmed at the top with lip-speckled mesh detailing and rendered in "Betty Boop Red," an exclusive new hue with blue undertones dreamed up by Pantone just for the occasion.

Betty Boop's creators are hoping new fans will take note of her pioneering attitude and proto-feminist message. The girl wasn't all hip shakes and batted eyelashes—in fact, she was a career woman who often had to stand up for herself and fight off male advances. A 1932 animated film tackled the issue of sexual harassment in the workplace, when, after a circus ringmaster demands Boop's affection in order for her to keep her job, she escapes and scoffs: "He couldn't take my Boop-Oop-a-Doop away!" Later that year, in the short *Betty Boop for President*, she enters the male-dominated world of politics. "In many ways, I think Betty is more poignant than ever, because she's in sync with this idea of a femme fatale feminist—the idea that you can possess feminine attributes but not be defined by your sexuality," says Posen. "She's not a blow-up doll; she's an independent woman." —*Carolina O'Neill*

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101 IDEAS

DISPATCH Zanna

This month finds the on-the-go editor indulging in high tea, covering high fashion, and celebrating a high point



Senior Fashion Editor ROBERTS RASSI

he question I'm asked most often is: "What do I wear for ..." What do I wear for a first date? What do I wear for a winter wedding? What do I wear for a funeral? After 10 years of dispensing fashion advice in magazines and on TV, I finally decided to launch a fun video series called exactly that: What To Wear For, covering situational style problems with easy solutions and tips that work for everyone. I'm thrilled to share this project with you all on marieclaire.com, on the What To Wear For YouTube channel, and at @W2W4 on Instagram.

In between working on aspects of my latest project, I flew out to London for a few whirlwind days, staying at one of my preferred stomping grounds, The Berkeley hotel. For old times' sake, I sat myself down for Prêt-à-Portea, which is high tea that features pastries inspired by designers—a British tradition with a fashion twist!

I was in town to cover the British Fashion Council Fashion Awards for E! News. The awards have become a global event, essentially the Oscars of the fashion industry. If you've ever had a style conundrum, this would be the ultimate library of fashion knowledge. All of the



I made it back to NYC exhausted, but whenever Rachael Ray asks me to come on her eponymous show, I never turn down the invitation. We had a "style-off," where we had to put together as many looks as possible with only 11 pieces of clothing in 35 minutes. It's much more difficult than it seems!

The holidays will be long over by the time you read this, but they made me reflect on just how much there is to be grateful for. One of the best moments of 2016 for me was receiving Beauty Inc.'s Newcomer of the Year award for Milk Makeup. After a tireless year of working hard, the dedicated team shifted to playing-hard mode in collecting the award at the ceremony.

After such a hectic schedule, it was time for some R&R with a deluxe meal. Keith McNally's restaurants are among my favorites in the world, and I know most of his menus by heart. When my friend Susanna Cohen came to town, she took me to his newest place, Augustine at the Beekman Hotel, to dine with Keith himself. We sipped the night away with incredible drinks created by cocktail king Dale DeGroff. Who knows what was in them, but they were just the thing to wind down another busy month. @zannarassi





1. The twins and I shopping in Manhattan's Flower District. 2. Continuing the floral theme is Fendi's bag, perfect for spring. 3. Prêt-à-Portea at The Berkeley hotel in London with cookies inspired by Charlotte Olympia boots. 4. Alexander McQueen mixes studs and blooms on this spring boot. 5. The bar at Augustine in Manhattan. 6. Wearing Christopher Kane to cover the British Fashion Council Fashion Awards (where I sat at Frame's table) at Royal Albert Hall in London





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MARRIED to the JOB

Billionaire investor Warren Buffett once told a friend that whom you marry and what career you pick are the two most important decisions you will ever make—but what happens when you combine them?

After signing the dotted lines on their marriage licenses, these three couples added their John Hancocks to LLC forms. They get candid about the ups and downs of starting a business with your spouse



"WE BABY-STEPPED OUR WAY TO A HEALTHY PLACE. IT'S SOMETHING THAT'S GOING TO CONTINUOUSLY EVOLVE." —Autumn Merritt Sir & Madame's designs dress up wardrobe staples with surprising cuts and graphics

LOVE AT FIRST SALE

By NIKIA JEFFERSON

The first thing you notice about Brian and Autumn Merritt is their vibe. They're hip (they have multiple tattoos) with a traditional edge (they have two kids and recently appeared in a Honda Civic commercial). The brand that they run together, Sir & Madame, echoes that combination: It sells timeless pieces like button-downs and sweatshirts decorated with embroidered badges and bold graphics.

The Merritts founded their company in 2007. They were about to get married and, as happens when moving in with a significant other, Autumn was shocked by the contents of Brian's closet. He had way too many sneakers ("Sneaker culture was at its peak!" he explains). Plus, the two were looking for a career pivot. Autumn, now 34, had just been fired from her job as a buyer at a local Chicago boutique, and Brian, now 36, was bored with his job managing Chicago Apartment Finders. From their discontent (and overabundance of kicks), a business was born.

Aptly named Solemates, their company, Chicago's first sneaker consignment shop, attracted all the cool kids. In 2009, the Merritts expanded the shop's inventory to include their own designs and rebranded the store Sir & Madame. Recently, the couple moved their outpost from Wicker Park to Hyde Park.

They've known each other for more than 20 years—they first met in middle school—yet entrepreneurial life has been the real spark to reveal new depths in their relationship. Autumn works Sir & Madame's floor, selling pieces Brian designs: "When I see people react to what we have in the shop, I'm like, 'Yeah, babe, you did a great job!'" she says. And Brian affectionately refers to his wife—who often sits in on his meetings with manufacturers—as his

@WORK

"pit bull" for keeping the trains running on time. "Seeing every day what this person has worked toward to ultimately better your situation or your business," says Autumn, "just increases your respect and love."

But it's not all fun and fashion. When they first launched, Autumn took on additional work to help pay the bills, while Brian manned the bulk of their store's internal- and external-facing operations. He was drowning. She scaled back her gigs to get more face time in the store, allowing Brian to focus on the company's back end.

There was also that time Brian charged a large shipment to their account without giving Autumn, who oversaw the budget, a heads-up—nearly putting the company in the red. The accounting discrepancy bled into their home life. "Our disagreements led more to silence than anything," Autumn says.

It's taken 10 years of experience to really learn how to leave work at the office, and now they approach most situations with less emotion and more practicality. "We baby-stepped our way to a healthy place," says Autumn. "It's





By LAMBETH HOCHWALD

Ann and Sid Mashburn openly admit that they drive each other crazy. They've been in business together for nearly a decade, running their eponymous his-and-hers brands from Atlanta. "It sounds romantic, constantly being within three feet of the love of your life," Ann says, "but in reality, there is no escape. It can be all-consuming."

Life wasn't always so chaotic. The couple, who met in New York in the early '80s when both were working in fashion, left big-city life for Dodgeville, Wisconsin, in 1999 when Sid took a job as senior vice president of design at Lands' End. He was let go seven years later and decided to pursue a dream he'd had since age 24: reinventing the menswear retail experience.

"I wasn't keen on it," remembers Ann. Several of their five daughters, sooner rather than later, would be racking up expensive college tuition bills. "I thought, *What do I have to lose except all our money?*" Ann jokes. "Practically speaking, I said, 'Let's make sure we have money in the bank for college. Let's try it. You're employable, and I love you."

The South called their name. Or, more accurately, a building in Atlanta: It reminded them of New

York's Meatpacking District. When their concept store, Sid Mashburn, opened its doors in 2007, Ann worked behind the scenes as the chief financial officer (she has a degree from the University of Colorado's business school). Sid focused on the brand's designs. Three years later, after a bit of coaxing from her daughters, Ann opened Ann Mashburn next door, with a one-year lease in case it didn't work out.

It did. The Ann and Sid Mashburn company now has shops in five cities. About 80 percent of their inventory is designed by Sid or Ann, and their favorite brands make up the other 20 percent.

As a couple, the two lead differently but in unison. "Someone gave me this great analogy about the way they run the Vatican. There are all these men who are equals, but the Pope is first among equals," says Ann. "With our women's brand, I'm first. With our men's brand, Sid is first." Ann loves a velvet tuxedo or jacket, for example. It's classic, she'll tell Sid—who completely disagrees. Ann also enjoys a good chunky heel. Sid doesn't. "In the end, he's not a woman. He doesn't wear





STRESS TESTED FOR WOMEN

@WORK

heels," Ann explains. "[But] he trusts me."

Sometimes, though, their differing apparel tastes can cause problems. "On a good day, Sid and I are careful with each other—but you get hurt. It's like in marriage: You really want it your way a lot. It's like, 'Get over it. I want it to be my way."

Work trips and weekend getaways help ease the tension. Sid aims to keep

business talk to a minimum ("If we don't do that, it's like a fried egg: The yolk starts running everywhere," he explains). And Ann credits his romantic inclinations—a stroll through the streets of Paris holding hands, for instance—with reminding her of all the good in their relationship. "Because we're older and wiser, we might be mad about some dumb issue at work, but we can look at each other

and say, 'Let's go out to dinner," she says.

They've created something that feels bigger than them. Four of their five daughters are now involved in the business—and they have more than 130 employees across the country. But Sid and Ann Mashburn, the people, always come first. "The business could be growing great," says Ann, "but if we're not great together, it's not worth anything."





"IF I'M JUST
A BUSINESS
PARTNER,
THEN I'M
GOING TO
ACT VERY
RATIONALLY.
IF I'M THE
SPOUSE, I'M
GOING TO
ACT VERY
EMOTIONALLY."
—Laura Moffat

BOW-TYING THE KNOT

Bu ALLI HOFF KOSIK

What better time to start a company than shortly after quitting your job, getting married, and trekking around the world? Blame love-induced optimism, because Laura Moffat and Kelly Sanders Moffat's light-bulb moment—"We're going to start a clothing line!"—happened on their honeymoon.

After their wedding, they spent nine months traveling through Southeast Asia, South America, Oceania, and Australia, and joked about their difficulty finding wedding outfits that captured their tomboyish style. Then joking turned serious. While taking Spanish lessons in Ecuador, they wrote the business plan for what would eventually become Kirrin Finch (the company is named after two fictional spitfires: Georgina Kirrin from The Famous Five series and Scout Finch from *To Kill a Mockingbird*). "One of us would be working on the business plan and the other one would go to a lesson, and then we would swap," recalls Kelly, 33.

Two years later, the Brooklyn-based retailer is selling button-down shirts and bow ties to a growing base of customers. The toughest aspect of starting a company together? Drawing a line between the personal and the professional. A tiny mention of work can quickly derail an otherwise peaceful binge-watching marathon, so Kelly and Laura devote one day a week to being a couple. Athletic activities, like hiking and running around with their new dog, provide the best distractions from talking shop.

Still, Kelly says, it's tough to know if you're talking to your cofounder, or your wife. "If I'm just a business partner, then I'm going to act very rationally. If I'm the spouse, I'm going to act very emotionally," says Laura, 36. Pressing "pause" before reacting helps. "I take a step back and say to myself, 'I know this is a question that might be more controversial. Is this the time? Is this the place? Maybe I need to wait until tomorrow morning when we are at the office," says Kelly.

Cold, hard facts also help. When they first mapped out their vision for Kirrin Finch, Laura, a former brand strategist, wanted casual ready-to-wear items; Kelly, who spent eight years as a conservatively dressed teacher, gravitated toward formal workwear. They quickly learned that pseudo-business presentations helped curb emotions. Laura cited specific market research that supported her idea over Kelly's. "Take the emotion out of it and present the evidence," says Laura—a combination that lets them win at work, and at home. **mc**



The brand's shirts feature extra buttons to better fit female figures and structured collars that accommodate its bow ties





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WHAT INFORMED, SAVVY WOMEN NEED TO KNOW NOW



WONDER WOMEN

The best 2016 election results? We have more female senators than ever before. Meet the ladies in the U.S. Senate's new freshman class By KAYLA WEBLEY ADLER

The glass ceiling atop the White House may be intact (for now), but November's elections still delivered a major win for womankind: the most female U.S. Senate ever. There are now 21 female senators (16 Democrats and five Republicans)—oh, and did we mention it's the most diverse group of boss ladies yet? The number of women of color serving in the Senate has quadrupled since 2015. And while we're nowhere close to parity—women make up half the population but only 19 percent of Congress overall-even incremental progress is worth celebrating. Why? Because women get stuff done. Researchers have found that female lawmakers sponsor more bills, pass more laws, and are more likely to work together across party lines, and that's good news for all of us. Here, all four women of the Senate's newly elected freshman class-Catherine Cortez Masto (D-Nevada), Tammy Duckworth (D-Illinois), Kamala Harris (D-California), and Maggie Hassan (D-New Hampshire)—tell us what it means to be a "first," how they'll defend women's rights in the Trump administration, and why women (including you!) should run for office.

MARIE CLAIRE: WHAT WAS ELECTION NIGHT LIKE FOR YOU? HOW DID YOU BALANCE YOUR WIN WITH HILLARY CLINTON'S LOSS?

TAMMY DUCKWORTH: I was euphoric. My race was called early, and I thought my win was just the first in a series of women who would be elected that night. But by the time I finished speaking and shaking hands, it was becoming evident that [Clinton] might not make it, and my mood shifted to utter disbelief and devastation. The next day, I went out to say thank you to commuters at a train station, and people, especially women, came up and shook my hand, saying, "You were a bright light last night," and then they would start weeping. Since then, almost daily, I've held someone in my arms and given them a hug as they cried on my shoulder. My job now is to not give up, to continue advocating and fighting for the issues Secretary Clinton ran her campaign on. I have to do that to show young girls in this country that they truly can grow up to be whatever they want to be—they need to know that they can grow up to be president.

MC: MANY OF YOU ARE "FIRSTS"-THE FIRST LATINA SENATOR, THE FIRST INDIAN-AMERICAN SENATOR, THE FIRST THAI-AMERICAN SENATOR. WHAT DOES THAT MEAN TO YOU?

CATHERINE CORTEZ MASTO: It was exciting to make history, but it's more important to know that Latinas now have a representative—and a voice in the Senate. It's about time we had more diversity in government!

NEWSFEED

KAMALA HARRIS: I've had the honor and, I will admit, the unfortunate experience of being "the first" in every elected office I've ever held.

I say "unfortunate" because it is unfortunate that we're still doing "firsts." There is a lot of work to be done to make sure our leaders reflect the people they are supposed to represent. The more diverse a group of decision makers is, the more informed the decision will be. Until we achieve full representation, we all should understand we are falling short of the ideals of our country.

MC: MANY WOMEN ARE FEELING DEFEATED NOW. WHAT WOULD YOU SAY TO THEM?

MAGGIE HASSAN: They

may feel some hope because they will now have 21 women in the Senate, and they can look to us as the example of the difference it makes for women to run for office and how important that is. Our democracy flourishes when people stand up for themselves and engage in the political process.

KH: Don't give up—our country needs you now more than ever. This is a pivotal moment in the history of our country: Our ideals are at stake, and we all have to fight for who we are. We are all, and should be treated as, equals, but the disparity in terms of income and inequality, for women and women of color, is significant. Let's take heed of Coretta Scott King, who said: "Freedom is never really won. You earn it and win it in every generation." CCM: It's not just about taking on the Trump administration. Be engaged with your community. Women should work with local and state leaders and be vocal about ensuring there's more diversity and more women involved.

MC: MANY WOMEN ARE SPECIFICALLY WORRIED ABOUT REPRODUCTIVE RIGHTS. HOW WILL YOU DEFEND SUCH RIGHTS?

MH: We have to help decision makers realize that women's reproductive health rights are civil rights and that women need to be free to make the same decisions that men are free to make with regard to health care and whether and when to have a family. It's going to be increasingly important for women to speak up not only about being able to make our own decisions, but also about the importance of being *trusted* to make our own decisions.

BELOW: Duckworth onstage at the Democratic National Convention in Philadelphia, 2016



KH: No woman should be told she can't make her own decisions about her body. If women's reproductive rights come under attack, I will be there, standing up for women.

MC: WHY DID YOU RUN FOR OFFICE?

MH: I came into public service after advocating for my son, Ben, who experiences severe and pervasive disabilities—understanding that the advocates who came before me made it possible for my son to be included in our community and in our school. That reminded me that we make progress only when people are willing to speak about what their lives are like and what they care about. We make it possible for others to understand our perspective.

of something men probably don't think about as much. Also, there's a natural tendency among women for consensus building. [The number of women in office] is smaller than it should be, but at least it makes it easier for us to get together.

MC: HOW CAN WE GET MORE WOMEN TO RUN?

MH: The important thing for women to know is, you can be who you are and run for office. Women need to see themselves as good candidates, whose life experience matters, and understand that there are multiple ways that people enter public life.

TD: On average, women need to be asked to run seven times before they actually do. While men, who are more likely to run, usually decide to do so on their own. We should be asking more women we know to run for offices across the spectrum—at the local, state, and

"I HAVE TO SHOW YOUNG GIRLS THEY TRULY CAN GROW UP TO BE WHATEVER THEY WANT TO BE." —Senator Tammy Duckworth

CCM: For most women, running for office starts with a passion for an issue you care about. For me, it's always been about human rights, domestic-violence prevention, juvenile-justice reform, sexual-assault prevention. There's a tendency for many of our vulnerable people to be taken advantage of, and I was tired of it.

MC: DO WOMEN GOVERN DIFFERENTLY?

TD: It's important to have women in leadership positions, because our experiences are different from those of the men we serve with and that helps us identify problems we can fix. My FAM (Friendly Airports for Mothers) Act would ensure airports have lactation rooms for nursing moms to breastfeed while traveling, instead of being told to feed our babies in a bathroom stall. That's an example

federal levels. It starts at home and at school. Young women are not as likely to receive the encouragement they need from role models like teachers and parents. And they should be encouraged—studies show women are just as likely as men to win when they do run.

KH: I've been a proud mentor to many women seeking public office, because I believe we need more women at all levels of government.

seeking public office, because I believe we need more women at all levels of government. Women have an equal stake in our future and should have an equal voice in our politics. These are challenging times, but I believe getting more women to run for office is a big part of the solution. There are going to be so many important fights over the next four years—it's up to each of us to stand up, serve as leaders, and register our point of view.

Genius! ONE WOMAN. ONE BRILLIANT IDEA



DANA MARLOWE **GIVING HOMELESS** WOMEN A LIFT

HER INSPIRATION: After losing 35 pounds in 2015, Dana Marlowe was looking to donate her old clothes. She called a homeless shelter in Washington, D.C., where she lives, and learned that the women there desperately needed bras-an item most donors never think to pass along. Some women even told her they had resorted to hoisting their breasts with belts. **HER BIG IDEA: Before**

Marlowe donated, she posted about it on Facebook, and her friends mobilized. Soon, the 16 bras she intended to donate became 1,071. She wanted to keep the donations flowing, so she launched the nonprofit Support the Girls to collect and distribute bras. "Everyone has bras shoved in the back of a drawer that they don't wear," says Marlowe, 40. "They feel good about clearing clutter and donating them to people who really need them." **THE RESULTS:** Support the Girls has since expanded to 30 states and six countries, and donated more than 80,000 bras. (It's also donated 200,000 tampons and maxi pads—other badly needed items at shelters.) Marlowe receives donations of bras every day, which she washes and stores in her basement. And she personally handles most of the contributions in the D.C. area, where recipients have dubbed her "the bra

fairy." - Alexandra Robbins

DEMOCRATIC REPUBLIC OF THE CONGO

LISTEN UP This all-female radio station is speaking up and changing the conversation

Women in the Democratic Republic of the Congo, known as the "rape capital of the world," are often portrayed in the media as tragic figures. Douce Namwezi, a 28-year-old Congolese journalist, was tired of seeing the same clichéd stories and felt that career-oriented women like herself in the country's emerging middle class were being overlooked. "Congolese women aren't just victims of rape or economic hardship," she says. "We are dynamicwe're leaders, we're friends, we're mothers."

Last March, Namwezi founded MAMA Radio, the nation's first radio station by and for women. While other local stations play rumba tunes or discuss the latest football match, MAMA Radio has run segments on why it's OK for women to wear pants and the challenges of being a military wife, and hosted a call-in show on birth-control options. The 23-person staff also solicits stories from nonjournalists, women who, Namwezi says, are told by society that they are to be seen, not heard. "It's really important for women to tell their own stories," she says. "We teach them how to do everything from holding a microphone to developing a narrative."

The work hasn't been easy. It took four years to make the station a reality, and keeping it in business amid an ongoing civil war and a lack of infrastructure and funding is a challenge. Namwezi even had to overcome nay-saying male colleagues at competing radio stations who said that the station would fail within a month. Instead, one year and 2 million listeners later, MAMA Radio has become the talk of the town. -Elaisha Stokes



UNITED ARAB EMIRATES

)ial-a-Fatwa

You have questions about Islam; the women at this hotline have answers



"Can I divorce my husband if he's having an affair?" "What are the rules about abortion?" "Can I play sports without wearing a hijab?" These are some of the questions posed by women calling in to the Middle East's only "fatwa hotline"—a telephone help line staffed by Muslim female scholars aiming to educate women on their rights according to the genuine rules of Islam. The hotline, based in the United Arab Emirates and funded by the moderate UAE government, launched eight years ago, but it has seen a rapid increase in the number of callers in the past two years owing to the rise of jihadist groups such as Islamic State.

"There are many conflicting beliefs about what women can and cannot do due to religious hard-liners who want to restrict women's freedoms," says Sheikha Radia, one of the four full-time, paid female Islamic experts who answer the hotline's 200 calls per day.

The scholars listen to callers' dilemmas and then issue fatwas, or religious rulings, to help them know what to do. "We give advice based on the direct teachings of the Prophet Muhammad, which are based on fairness to women, so they can avoid fear and confusion," Radia explains. Many of the callers, who can choose to remain anonymous, are young women who want to pursue education and careers outside the home without violating the religious rules, while others call to ask about sex or other sensitive mattersquestions they are too embarrassed to ask male religious leaders. "Nothing is taboo for us, because we understand women's issues," says Radia.

So, is it permissible for a woman to divorce a philandering husband? "It depends on the exact situation. Usually we don't condone divorce," she says. "But our basic message to Muslim women is that they often have much more power and freedom than they think." — Abigail Haworth



LET LIFE IN

to your hair and your head





@PLAY



HOME IMPROVEMENT

UPGRADE YOUR SPACE

Spring-cleaning? Check. Next: Up your #homegoals game. Here's a room-by-room guide to revamping your pad from some seriously in-demand interior design boss ladies by blane bachelor

The Living Room

"Tulips are the perfect spring refresher—in small vases on the dining table or as a bouquet on your coffee table. Look for throw pillows in mixed patterns to add punch—I'm loving black accents (pro tip: head over to Bolé Road Textiles, boleroadtextiles.com) and large abstract prints (try AphroChic, aphrochic.com, for bold, punchy patterns)."—Anishka Clarke, Ishka Designs in Brooklyn

The Kitchen

"Get rid of all those bags that hold grains, flour, seeds, and raisins, and put everything in Mason jars. A set of some small, medium, and large jars is way more aesthetically pleasing than a jumble of bags that you have to rifle through every time. For storing small things that will stay in the container, like spices or vanilla extract, use a vintage tin." —Heather Sperling and Emily Fiffer, Botanica restaurant in L.A.

The Bedroom

"A warm white hue can brighten and enlarge a space. And if you keep your space neutral, you can then run wild with accessories. Drape a funky, vintage textile over your headboard. No one sees the back, so secure the cloth with tacks or safety pins—don't overthink it. One more thing: Don't buy one single style of furniture. Play around with materials or finishes." —Amber Lewis, Amber Interiors in L.A.

The Bathroom

"Think small changes with high impact. A fresh coat of paint, swapping out old hardware, and adding a new shower curtain or bath mat can totally change your space. The available light is key to choosing the right color. If your bathroom gets natural light, go bold with a darker color on the walls to add drama and contrast. No natural light? Stick to soothing colors that feel airy."—Nicole Gibbons, Nicole Gibbons Studio in New York City

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These no-fuss tricks will transform your abode, no Marie Kondo-ing needed



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▲ KICK THE COOK These new cookbooks—Dinner (Clarkson Potter), Candy Is Magic (Ten Speed Press), Jack's Wife Freda (Blue Rider Press)—will make your kitchen look impressive even if you're more of a takeout kind of girl. From \$30; amazon.com.



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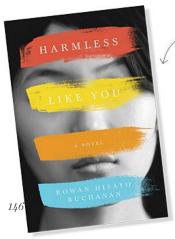


1. LUCKY YOU

by Erika Carter (Counterpoint)
Being a 20-something isn't easy.
Just ask the three listless Arkansas waitresses in Lucky You. When one decides to go off the grid, the other two go, too. Alone, they are forced to deal with their various demons—in this rich and observant debut—for better or worse.

2. ALL GROWN UP

by Jami Attenberg (Houghton Mifflin Harcourt)
Andrea Bern just turned 40, lives in New York, has a successful career, and is generally OK with how her life is going. Thing is, the people around her are all doing it differently. Bravo to Attenberg, who, with hilarity and honesty, tells the story of an adult woman who wants what she wants, not what she's supposed to want.



3. OUR SHORT HISTORY

by Lauren Grodstein (Algonquin Books)

It's amazing how much joy and levity Grodstein infuses into this sad, sad premise: A single mother, Karen, dying of cancer, sets out to write a book to her son, Jake, about her life and their life together. In these final months, and for good reason, Jake asks about his absentee dad, someone Karen's not ready to bring into the fold.

4. EDGAR & LUCY

by Victor Lodato (St. Martin's Press)
This book is creepy in all senses of

the word. There's an unsettling relationship between Edgar and his grandmother that transfers to Edgar and his mom (Lucy), among other eyebrow-raising relationships in the book. Then Edgar goes missing in the forest with a suspicious guy. See? Creepy. And addictive, and totally gripping.

5. THE DRIFTER

by Christine Lennon (William Morrow) While this novel follows a timetested format (young people make terrible decisions that haunt them), Lennon makes it her own. An eerie tale that goes from sorority friendship in Florida to post-college-life escapism in Manhattan to full-blown adulthood 20 years after graduation, this story will stick with you.

6. RABBIT CAKE

by Annie Hartnett (Tin House Books)
For your canon-coming-of-agenovel consideration: Meet
Elvis Babbitt. A preteen whose
mother recently drowned, Elvis
is trying to understand the world
around her. Funny and heartfelt,
Rabbit Cake manages adult
questions with a tween's sense
of wonder.

FAMILY DRAMA

Rowan Hisayo Buchanan's moving debut, Harmless Like You (W.W. Norton), tells three stories: young Yuki's, her adult son's, and the writer's own



MARIE CLAIRE: What inspired this story?

ROWAN HISAYO BUCHANAN:

My mother had something happen to her called transient global amnesia, which has stroke-like symptoms. During

that time, I thought hard about who I would be if she hadn't been in my life. That became part of this story. **MC:** Yuki has a lot of complicated connections, but her relationship with a frenemy, Odile, stands out. **RHB:** I was trying to explore that weird line between romance and friendship. It's not that you secretly want to sleep with the person, but that friendship

has the same intensity and desire for confirmation. In a relationship, there are words for it: boyfriend, wife, and so on. There are words for breaking up that feel adequate, too. Whereas in friendships, even though the emotions are as extreme and the relationship is just as important and formative to the person you become, there aren't the words. You can't say to a person, "But are we official? Are we exclusive?"

MC: What does it mean to be harmless?

RHB: If you think about what it means—that you are unable to hurt something or someone—you feel powerless. In life, a lot of the time, we hurt people because we feel powerless. —*S.O.*

IN LOVE

Netflix's highly binge-able rom-com series Love returns this month. We tapped stars Gillian Jacobs (Mickey) and Paul Rust (Gus), and executive producer Judd Apatow for relationship advice By JEN ORTIZ



MARIE CLAIRE: Where was Mickey and Gus' relationship at the end of season one, and where is it now?

JUDD APATOW: Last season was about those weird bumps along the way when two people meet and are feeling each other out. You realize they're both more

complicated than they're admitting—Mickey has addiction issues, and Gus seems to be a people-pleaser filled with rage.

PAUL RUST: By season two, it's recognizing that there is a connection between them that they can't deny, even though it isn't the best time to be starting a relationship. For Gus, it's about him realizing that Mickey isn't the only crazy one in the relationship.

GILLIAN JACOBS: Mickey is struggling with being honest with herself and others about where she is in her life and the issues that she's grappling with. And deciding how seriously she's going to deal with them or whether she'll revert back to old habits.

MC: As experts in *Love*—any advice for the first morning after sex? **PR:** Don't let the person wake up to you looking at them. Pretend to be asleep until the other person wakes up.

MC: The first fight?

GJ: It isn't about proving your case and being right ... I'm really just talking to myself here.

MC: The first vacation together?

JA: Keep it to a weekend. Otherwise, you're going to reveal everything awful about yourself—they'll find out how you actually behave, and there's a higher chance they'd be disgusted by you.

MC: And finally: Define love.

PR: You want the other person to be happy. When I hate somebody, I want that person to fail and experience misery.

GJ: When you are with someone who makes you a better version of yourself and makes you feel like you can be yourself, warts and all.

PR: Figuratively and literally, warts.

GJ: They won't go running and screaming. They'll take you to the dermatologist.















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MOVIES

SPRING BREAK FOREVER

Know what's easier than planning a post-winter getaway? Hint: It involves fistfuls of popcorn by LINDSEY WEBER and BOBBY FINGER

INSTEAD OF READING A BEST SELLER ON THE BEACH, WATCH ...

THE ZOOKEEPER'S WIFE

(Focus Features) The story of a Polish couple who saved hundreds of Jews during World War II by hiding them in their zoo was a 2007 best seller. Now that it's been adapted into a film of the same name, consider this a worthy substitute for book club. Your brain could do way worse than Jessica Chastain.

INSTEAD OF HIKING THROUGH A RAIN FOREST, WATCH ...

KONG: SKULL ISLAND

(Warner Bros.) Why bother with an overpriced tropical vacation when you could just watch Brie Larson, Tom Hiddleston, and a giant CGI ape go on a tropical vacation? It'll certainly be more thrilling, and you won't have to worry about whether your new sun hat looks silly.

INSTEAD OF WORKING ON YOUR TAN, WATCH ...

T2 TRAINSPOTTING

(Sonu Pictures Entertainment) Tanning is pretty deadly. So even if the long-awaited Ewan McGregorstarring sequel to the 1996 cult classic involves as much drug use as the original, you're still better off in a dark theater.





LET'S HANG

BISHOP BRIGGS' DEBUT ALBUM DROPS THIS SPRING. WE HAD THE TOKYO-RAISED 24-YEAR-OLD LAY OUT HER HAUNTS IN L.A., HER ADOPTED CITY

IT'S SHOWTIME The first show I saw in L.A. was at the Troubadour. I only dreamed of ever playing there—six years later, I sold it out, ON THE **RECORD** Vacation, in Silver Lake, has tons of vinyl. It's also got a neighborhood feel that I really like. LATE-NIGHT BITES I want to pretend I'm better than this, but I'm really not: In-N-Out Burger. **SHOP TALK** The Melrose Trading Post market every Sunday. Last time I went, I was supposed to buy furniture, and I left with five crystals. GOOD **BUY** The crystals were supposed to change my life—and look! Now I'm talking to MC! -L.D.

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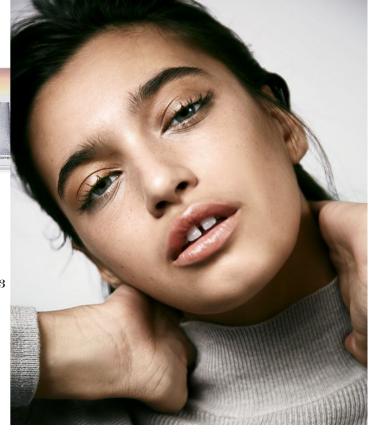




HAVING A **MOMENT DEW POTS**

Transparent balms and gels are the latest way to highlight cheeks, lids, and lips (credit Pat McGrath, whose Skin Fetish 003 helped start the trend of the "editorial glow," as she calls it). Milk Makeup's Face Gloss catches light in the very best way (it's multiuse, but you must try it on brows). The versatile "glazes" in Sephora's palette deliver a post-yoga-type sheen. And for lips, Neutrogena's treatment feels like a balm, shines like a gloss, and is chockfull of plumping hyaluronic acid.

1. MILK MAKEUP Face Gloss, \$20. 2. SEPHORA **COLLECTION** Pro Dimensional Highlighting Palette in Cool, \$42. 3. NEUTROGENA Hydro Boost Hydrating Lip Treatment, \$10.



FILES

THE LATEST IN HAIR, MAKEUP, AND FRAGRANCE By Jennifer Goldstein



SPRING IS COMING

Wearing open-toe sandals when it's still snowing is the wrong kind of season-pushing. The right kind: Brightening up the last days of winter with this Victoria's Secret spritz that blends creamy coconut water with sparkling mimosa flower and orchid. Oh, and it also has a hint of fresh tulips ... because it's never too early for tulips.

MC's Most Wanted

Every time a spot-correcting, skin-brightening product launches, we ask dermatologists the same thing: Does it work on melasma, the hormone-influenced darkening of skin that's notoriously difficult to treat? Typically, the answer is no. But here comes Lytera 2.0! Not only does it fade melasma, it's been proven to work better than harsh Rx skin lighteners like 4 percent hydroquinone. It also makes quick work of pigmented scars, age spots, and uneven skin tone.

SKINMEDICA Lytera 2.0 Pigment Correcting Serum, \$154.



GOLDEN TICKET

Relaxed, transitioning, or textured-if any of those words describes your strands, Pantene's new line should be on your radar. From a reparative co-wash to an oil-infused

"butter crème," all of the products were developed by a task force of African-American scientists, stylists, and dermatologists. So, you know, trust.

PANTENE Gold Series Deep Hydrating Co-Wash (left), \$10, and Hydrating Butter Crème, \$8. For information on where to buy, see Shopping Directory.



STATUS UPDATE MARC JACOBS



WE CHECKED IN WITH THE DESIGNER, WHOSE SPRING MAKEUP TAKES A CUE FROM HIS **PUNK-INSPIRED** RESORT COLLECTION

Top color for spring: "I wanted to have colored mascara, because it allows for a really graphic eye. And we did an eveliner to pair with it. The red shades are amazing.

On men wearing makeup: "If I want to wear mascara or eyeliner or even a full face of makeup. I do. And I always experiment with nail lacquer. I think [other men] should, too, if they want. It's just about self-expression."

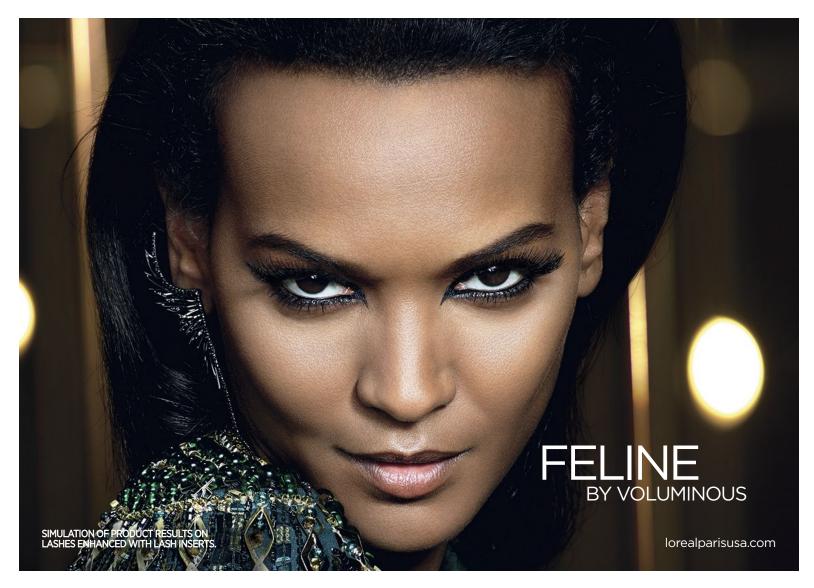
Muses of the moment: "I've been really fortunate to work with inspiring women, from Jessica Lange to Edie Campbell and Winona Ryder-and, most recently, Kaia Gerber. I'm really happy with the new campaign we did with her.'

In the air tonight: "Cire Trudon's Prolétaire candle is a favorite right now."

Won't leave home without: "I love [our line's] Lip Lock Moisture Balm; it's super-hydrating and has this amazing minty, lemon scent. I also use the Remedy Concealer Pen to help disguise late nights at work."

MARC JACOBS BEAUTY Highliner Matte Gel Eve Cravons in (top, from left) Fine Wine, Pink of Me, and Popular, \$25 each, and O!mega Lash Volumizing Mascara in Garnet (bottom), \$26.

SEPHORA COLLECTION: JEFFREY WESTBROOK/STUDIO D. VICTORIAS SECRET: DON PENNYSTUDIO D. ALL OTHER STILL LIES. COURTESY OF THE COMPANIES PHOTOGRAPHS, FROM LEFT: ALVIN KEAN WONG/THELICENSINGPROJECTION, COURTESY OF THE SUBJECT





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POSITIVE OUTLOOK

Jennifer Goldstein puts on a happy face in Copenhagen

If good health begets great skin, and being happy makes you healthier, then happiness is the secret to a gorgeous complexion. Still with me? Good. Because we're off to Denmark, the jolliest place on earth, according to last year's World Happiness Report Update, released in recognition of the UN's International Day of Happiness (March 20). Our guide: Ole Henriksen, the Danish-born, L.A.-based aesthetician who made a name massaging and moisturizing famous Hollywood faces (Madonna, Halle Berry, Charlize Theron) throughout the '80s and '90s. These days, Henriksen focuses on beautifying women worldwide as founder and creator of his eponymous skincare line, relaunching this month with a revamped look and four new products.

Copenhagen's Nyhavn canal

When the sprightly 65-year-old and I arrive in Copenhagen, the coastal capital, it's a cold and drizzly day. As a New Yorker, I expect to see people dressed head to toe in black, miserably stalking the streets with umbrellas brandished like spike-tipped shields against the weather and fellow pedestrians. Instead, smiling Danes zip along wide, flat bike lanes on colorful cruisers, calling out a cheerful hej to one another as their wet scarves flap in the wind. Later, during a tour of Tivoli Gardens, the amusement park that reportedly inspired Walt Disney's Magic Kingdom, I watch a grinning tour guide extoll the virtues of a wooden roller coaster, seemingly impervious to the icy rain pelting her face. What the hell is everyone smiling about?

Over lunch, I get a chance to ask that's hard to translate," he explains. "It's a feeling of comfort and nurturing-being safe and warm with family and friends, with candles and coziness, even when it's miserable outside." Hygge ties in nicely with his skincare philosophy, which is all about mind-body balance. "A happy face is a beautiful face," he says. "Dancing, yoga, spending time with friends-these keep your body happy and your skin glowing."

As for the product part of the equation, Henriksen was one of the first skin experts to champion alpha hydroxy acids (AHAs), mild exfoliants that dissolve the glue-like network of proteins binding old, dead cells together on the top layer of skin to reveal a brighter, smoother complexion. Numerous studies undertaken in the decades since Henriksen began using AHAs have shown they also boost collagen production, so skin looks plumper. The ingredients star in Henriksen's Power Peel, part of the brand's Transform product collection. I get to experience it firsthand the next day, along with products from the line's three other collections, Truth, Nurture, and Balance. (My fave: the skin-brightening Truth Serum, which smells like fresh-squeezed orange juice.)

Later, face radiating the famed "Ole glow," I head to Strøget, the city's popular retail stroll, in search of souvenirs. I'd read in The Little Book of Hygge-a new tome by Meik Wiking, CEO of Copenhagen's Happiness Research Institute-that 85 percent of Danes associate hygge with candles, so that's top of my list. Inside one of the many home-design stores, I spot the patterned glass votives and beechwood lids of Skandinavisk's candles. I'm drawn to one that smells like brewed tea with a hint of mint and strawberry cake. The name of the scent? Hygge, of course. mc

Henriksen. At first he laughs-which he does a lot. Then he tells me about hygge (pronounced hooga). "It's a Danish word

THE LITTLE BOOK OF HYGGE (William Morrow), \$20. 2. SKANDINAVISK Hygge Scented Candle, \$48. 3. OLE HENRIKSEN Find Your Balance Oil Control Cleanser, \$25. 4. OLE HENRIKSEN Truth Serum, \$48. 5. OLE HENRIKSEN Power Peel Transforming Facial System, \$50 (includes six treatments). For information









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BEAUTY

BACKSTAGE

What do Jackie O, Frida Kahlo, and shipwrecked damsels have in common? They were all inspirations for the hair and makeup looks that strutted down the runways for spring/summer 2017. Here: the images and ideas—from the Miami Strip to '70s Capri—that sparked this season's trends By GINA WAY



1. GARNIER SkinActive Moisture Bomb, \$17. 2. REVLON Kiss Balm in Tropical Coconut, \$5. 3. L'ORÉAL PARIS Air Dry It Wave Swept Spray, \$5.

THE SHOW: CUSHNIE ET OCHS THE VIBE:

1980s MIAMI HEAT

THE INSPIRATION: Picture Michelle Pfeiffer in the 1983 cult hit Scarface. The chic makeup and sleek blowouts at the show were a modern twist on Pfeiffer's character, Elvira Hancock. "The hair exuded femininity and sultriness," says hairstylist Antonio Corral Calero for Moroccanoil. Now picture the blazingred and hot-pink lights on the Ocean Drive strip in 1980s Miami. "The makeup, especially the lipcolor, was an homage to that time and that electric neon," says makeup artist Sammy Mourabit for MAC Cosmetics. He did a two-toned pout using a brightred matte lip pencil on the top and deep fuchsia on the bottom. Even the talon-like French manicures were on point (literally). They had "a sharp, stiletto shape," says manicurist Alicia Torello-dangerous, and sexy as hell.

1. CHANEL Le Rouge Crayon de Couleur in Framboise, \$37. 2. MAKE UP FOR EVER Artist Acrylip Lip Paint in 400, \$24. 3. CHRISTIAN LOUBOUTIN Nail Colour in Sweet Charity, \$50. 4. MOROCCANOIL Luminous Hairspray in Medium, \$24.



UMINCE PLANTS PL

INSP()



THE SHOW: BROCK COLLECTION THE VIBE: CALIFORNIA DESERT SUNSET

THE INSPIRATION: Imagine driving a convertible through Joshua Tree National Park at magic hour—eagles soaring, windswept peaks, a burnished glow everywhere. In that spirit, hairstylist James Pecis for Oribe Hair Care created "a dusty, matte texture and a slightly retro, '50s feel" for the hair. The makeup had a similar desert-y look (weather-beaten, in a beautiful way). Makeup artist Benjamin Puckey for Maybelline New York used warm tones—spicy nude lipstick subbed for blush, shimmering bronze eyeshadow, and rose gold on lips. "I had Georgia O'Keeffe paintings of deserts and sunsets in mind," he says. Anyone up for a road trip?

1. ESSIE Matte About You Top Coat, \$9. 2. ESTÉE EDIT Metallishadow Crème + Powder in Solar Blast, \$25. 3. MAYBELLINE NEW YORK Color Sensational Vivid Matte Liquid in Nude Thrill, \$8. 4. ORIBE Gold Lust Dry Shampoo, \$44.

THE SHOW:
CHRISTIAN
SIRIANO
THE VIBE:
JACKIE O'S
CAPRI VACAY
THE INSPIRATION:

Is there anything more glamorous than Jackie Onassis and the Italian isle of Capri, circa 1970? Makeup artist Polly Osmond mimicked the turquoise Tyrrhenian Sea with an exaggerated aqua cat eye and pearly pink highlighted cheekbones. The hair also played off that vision: "I wanted it to look wavy and easy, like she just took a braid out of her damp hair and pushed it back," says hairstylist Anthony Cole for Sebastian Professional. (In reality, his backstage team used a lot of mousse, shine spray, and a triple-barreled curling iron to achieve the "effortless" look.) The finishing touch? Asymmetrical sea-blue nail art with mod black and white stripes. Buon viaggio!

 OPI Infinite Shine 2 Lacquer in Wild Blue Yonder, \$13. 2. URBAN DECAY 24/7 Glide-On Eye Pencil in Deep End, \$20. 3. SEBASTIAN PROFESSIONAL Shine Define Shine and Flexible-Hold Hairspray, \$17.

MARIECLAIRE.COM 159



Bold lips and Tied-up plaits at Creatures of Comfort

BACKSTAGE INSPO

THE INSPIRATION:

"While Frida Kahlo was a big influence for the collection, I didn't want to do a literal take on her signature hair," says hairstylist Joseph DiMaggio for Davines. Instead he created a contemporary Kahlo-like 'do, with low, braided ponytails folded under and tied loosely at the nape. Makeup artist Simone Otis for Shiseido did her take on the Mexican painter's iconic features: bold brows and lips. She applied multiple layers of matte rubyred lipstick for a strong, threedimensional effect that she describes as "a lived-in red lip."

1. SHISEIDO Rouge Rouge Lipstick in Poppy, \$28. 2. SUAVE PROFESSIONALS Keratin Infusion Heat Defense Leave-in Conditioner, \$3. 3. LANCÔME Sourcils Styler, \$27.

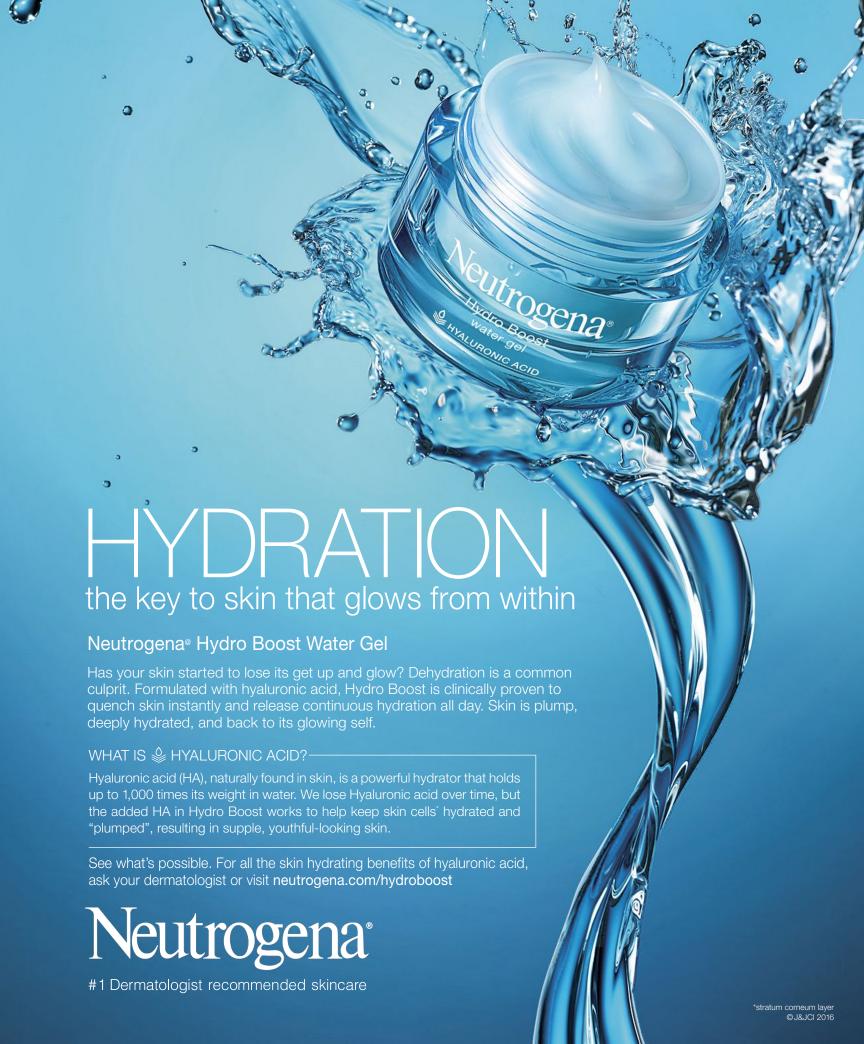
THE SHOW: ERDEM

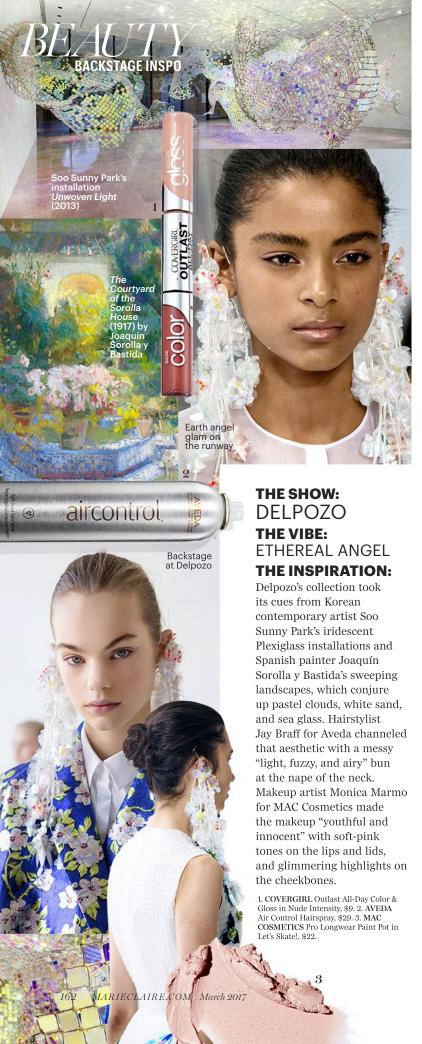
THE VIBE: SHIPWRECKED BOHO CHIC

THE INSPIRATION: Envision *Pirates of the Caribbean*, the couture edition, and you're on the right track. "The Erdem girl has just washed up onto shore with wet skin and a romantic, haunting look inspired by the 1800s. It's all about controlled dishevelment," says makeup artist Val Garland for Nars. She achieved a soft, monochromatic effect using peachy-nude lipstick and clear lip gloss on the lids, cheeks, and mouth. Hairstylist Anthony Turner took a deep dive into the theme: Influenced by the true story of a 400-year-old silk gown recently discovered in a shipwreck off the Dutch coast, he looped wispy, windblown braids up into messy buns accented with black ribbon. Wreckage never looked so good.

1. NEUTROGENA Hydro Boost Hydrating Lip Shine in Soft Blush, \$10. 2. CATWALK BY TIGI Texturising Salt Spray, \$22. 3. NARS Lipstick in Kiss Me Stupid, \$28.

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THE SHOW: ALTUZARRA

THE VIBE: EAST VILLAGE MERMAID

THE INSPIRATION: The wet look was major on plenty of catwalks this season, and at Altuzarra, it had a funky, gritty feel. Odile Gilbert, Kérastase Paris consulting hairstylist, describes the style as "that moment when you get out of the water at the beach." The makeup was dewy, too, but far from fresh and innocent. Tom Pecheux for MAC Cosmetics smudged black eyeliner, then glossed the lids and swiped a glittery gold sheen on the cheeks. The overall effect was morning-after sexy, and a little bit grungy and sweaty: Think East Village art chick meets glam beach girl.

1. WET N WILD Color Icon Loose Pigment in Heart of Rose Gold, \$3. 2. KÉRASTASE Couture Styling Crème de la Crème, \$37. 3. ALMAY Pen Eyeliner in Black, \$8.





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Fresh faced

at Givenchy

"Designer Riccardo Tisci is all about powerful women with subtle sexuality, so I had that in mind when I designed the helmet-like hair," says hairstylist Guido Palau, who used liberal amounts of gel and shine spray to get a sculptural, lacquered look. "The avantgarde style is both completely new and somewhat retro, with nods to 1920s futurism and Art Deco shapes of the '20s and '30s." Makeup artist Pat McGrath's minimalist look hewed to the female empowerment theme with strong brows, clean skin, and nude tones on the lids that were far from delicate. On the contrary, they were a show of strength.

1. REDKEN Wax Blast 10 High Impact Finishing Spray-Wax, \$19. 2. GIVENCHY Hydra Sparkling Rich Luminescence Moisturizing Cream, \$60. 3. LAURA MERCIER Candleglow Concealer and Highlighter, \$32. 4. TRESEMMÉ Keratin Smooth Shine Oil, \$5.



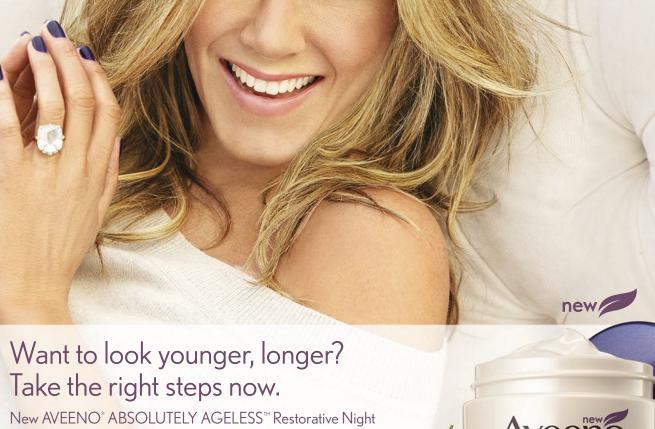
THE INSPIRATION: How do you translate the steamy feeling of a hot, humid Southern night to New York Fashion Week? With hair that's tousled, teased, and unapologetically fuzzy, along with dewy skin. "I wanted the makeup to be a little scruffy, and melted from the heat," says Shiseido makeup artist Dick Page, who used creamy textures of blush and eyeshadow, and applied lip balm onto eyelids, lips, and cheeks. Hairstylist James Pecis used volumizing spray before blowdrying, then rubbed in texturizing paste to give the waves a messy, frizzy (in a good way) texture—as if the models had been strolling in the French Quarter on a jazz-filled summer evening.

1. SEPHORA COLLECTION Easy Smoky Eye Stick Eyeshadow in Smoldering Brown, \$14. 2. KMS Add Volume Volumizing Spray, \$21. 3. BOBBI BROWN Cheek Glow Palette in Pearl/Pink Flush, \$50. For information on where to buy, see Shopping Directory.





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New AVEENO® ABSOLUTELY AGELESS™ Restorative Night Cream. Formulated with our exclusive ACTIVE NATURALS® Blackberry Complex, it improves elasticity and firmness for healthier, younger-looking skin in just one week. And that's a

step in the right direction.









SO POLISHED

PEONY LIM, @PEONYLIM, 81K FOLLOWERS FASHION WEEK MUST-HAVE: "SkinCeuticals' Redness Neutralizer [\$66] helps calm my sensitive skin—especially during Fashion Week, when I wear a full face of makeup every day." TRAVEL TIP: "To save space

in my carry-on, I pack the basics, like foundation and concealer, and then add in three unique products that can create interesting looks if I'm headed

show-like a bold lipstick, loose glitter, and a colored eyeliner." **SIGNATURE** STYLE: "I'm not a huge fan of trends, so I tend to gravitate toward a classic aesthetic. My 1940s-inspired pin curls are just that." SKINCARE SAVIOR: "My facialist in London, Dr. Vicky Dondos, taught me that less is more when it comes to skincare; it's all about finding products that work with your body's natural equilibrium—and then sticking to them, particularly when away from

to an after-party or a runway

home." **TOP ACCESSORY:**"My next big purchase will have to be the Chanel boy bag in brown or navy. It fits everything I need."



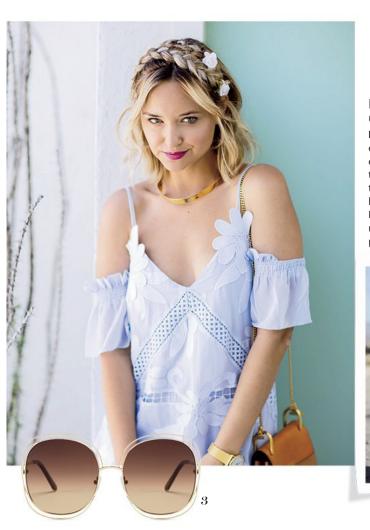
EASY DOES IT

GABI GREGG, @GABIFRESH, 440K FOLLOWERS

FASHION WEEK MUST-HAVE: "A full-body Korean scrub gives my skin an insane glow for special events." TRAVEL TIP: "If I want to look my best after a long flight, a hydrating face mask—like GlamGlow's ThirstyMud [\$69]—will do the trick." SIGNATURE STYLE: "I like my natural curls to be defined, but not flawless. A little frizz provides just the right amount of volume." SKINCARE SAVIOR: "Sunday Riley's Good Genes [\$105] lactic-acid exfoliating treatment helps fade my pesky acne scars." TOP ACCESSORY: "I'm all about a cool kitschy shoe—these new Gucci embroidered high-tops are everything!"

1. SHOES \$850, *Gucci*; gucci.com. 2. BAG \$4,300, *Chanel*; (800) 550-0005. 3. SUNGLASSES \$375, *Chloé*; chloe.com for stores. 4. SHOES \$1,240, *Azzedine Alaïa*; net-a-porter.com.





FREE SPIRIT

LIZ CHERKASOVA, @LATEAFTERNOON, 215K FOLLOWERS

FASHION WEEK MUST-HAVE: "If I'm going out to a special event, I like to line my eyes with a rose-gold pencil—it really makes them stand out!" TRAVEL TIP: "I never, ever wear makeup on the plane, but I slather my face with La Mer's Soft Cream [\$310] to stay hydrated." SIGNATURE STYLE: "Milkmaid braids may look complicated, but they're actually super easy to do. They're perfect for when I'm going for a 1970s, bohemian vibe." SKINCARE SAVIOR: "A detoxifying clay mask—like L'Oréal Paris' Detox & Brighten [\$13] version—once or twice a week clears out my pores and preps my skin for makeup looks throughout the month." TOP ACCESSORY: "I own so many pairs of sunglasses, but I could always use a new pair of Chloé sunnies for spring."





MODERN LUXE

DENNI ELIAS, @DENNIELIAS, 105K FOLLOWERS

FASHION WEEK MUST-HAVE: "My mom used to wear an orange-red lipstick all the time when I was young. I tried MAC Cosmetics' Lady Danger [\$17] a few years back, and I've been wearing it almost every day ever since!" TRAVEL TIP: "Caudalie's Beauty Elixir [\$49] face spray smells absolutely amazing, and one spritz gives my skin a quick pick-me-up on long flights." SIGNATURE STYLE: "All I need is a touch of hair gel, a fine-tooth comb, and a few hair ties to create a sleek, sultry topknot." SKINCARE SAVIOR: "Shiseido's Ultimune [\$125] concentrate not only leaves my skin silky smooth, but it also makes the best primer under makeup, especially when you need a look to last from day to night." TOP ACCESSORY: "I've been eyeing a pair of simple, black Alaïa sandals for a while now; they'd work well with my minimalist style."







What I Love ABOUT MI

Spring is in bloom in **Washington**, **D.C.**, where the locals show

off their fresh styles

INTERVIEWS BY CLAIRE FONTANETTA PHOTOGRAPHS BY JOEL BARHAMAND



AMANDA CARLSON, 30 "I like to look like I just got back from the beach at all times, so daily bronzer is a must."



ROSANA VOLLMERHAUSEN, 44 "A simple, Parisian vibe is my go-to for makeup and fashion looks?

GONZÁLEZ, 32 "Having long legs gives me confidence—I work hard to keep them toned."



The teacher and lifestyle blogger (stylewithbuki. com) shows us around our nation's capital. Cool digs: If you want to experience D.C. luxury at its finest, stay at The Jefferson (jeffersondc.com), where the guest rooms pay homage to our third president. Good eats: Dine on all-American fare at Founding Farmers (wearefoundingfarmers.com), a restaurant owned by a cooperative of more than 40,000 farmers from the North Dakota Farmers Union. Retail therapy: It's easy to get lost in all of the hippie-chic home goods at Salt & Sundry (shopsaltandsundry.com) in Union Market. Fine art: The Renwick Gallery always has the most thoughtfully curated shows. You'll definitely want to check out the exhibition of enamelist and sculptor June Schwarcz's work opening this month. Night out: Discover local writers and musicians at the intimate flagship location of Busboys and Poets (busboysandpoets.com). Must-do: The National Cherry Blossom Festival (March 20 to April 16) is totally worthy of the hype-seeing the blooms in person is spectacular!



WHAT I LOVE ABOUT ME

CHELSEA SANTA, 21 (left)

"Unruly hair sets me apart, so I stopped taming it and started embracing it."

NICOLE SANTA, 31

"My Puerto Rican culture influences my personal style.'



NEKISHA DURRETT, 41 "The color of my honey-hued hair accentuates my curl

pattern and skin tone."

BAILEY RIZER, 31

"From my hair color to my manicures, I manicures, 1 do everything myself—at home. I call myself the 'kitchen beautician.'"



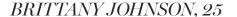
BRITTANY YEVOLI, 18

"A swipe of mascara makes my big blue eyes pop.'



BRIANNA NAILAH, 21

"I love that I'm not afraid to laugh at myself or be a little silly sometimes—I try not to take life too seriously."



"My effortlessly chic grandmother is the type of person to wear bold lipstick to the drugstore; I really look up to her."







SKINCARE NEWS

LIQUID GOLD

They can soften lines, fight blemishes, and moisturize like crazy, but do they deserve all the hype? **Juno DeMelo** takes a closer look at facial oils

few years ago, I moved from New York City to Portland, Oregon, where people not only knit their own scarves, but also dye the yarn with marigolds and mushrooms they've gathered while hiking. I got on board with the crafting and foraging, but when one of my friends suggested I Portlandify my skincare regimen by

swapping moisturizer for a facial oil, I stood my ground. Even though I lived in a place where flannels and clogs were considered eveningwear, that didn't mean I had to trust my complexion to extracts that have been around for thousands of years.

Lately, though, the entire country has started drinking the activated Kool-Aid: Beauty oils are everywhere. Zoë Kravitz swears by the softening powers of coconut, Chloë Grace Moretz credits olive oil for clearing up her complexion, and model Anaïs Pouliot slathers on argan before bed. I may not have two dots over the vowels in my name, but I'm beginning to think it's time to find my own magic elixir.

"Unfortunately, there's no one-size-fits-all oil," says Dr. Mona Gohara, a dermatologist in Connecticut. "They're like jeans: A pair that looks good on Gisele won't work on me, because I'm 4'11" and curvy." While most experts agree that it takes a little trial and error to find the right concoction for your skin, knowing the basics can help you test out of Oils 101.

Nature's Hydrator

There are two types of oil, carrier and essential—and many face oils, oil cleansers, and body oils contain a mix of both. Carriers are typically squeezed from the fatty part of a plant, like the fruit, nuts, or seeds (think olives or jojoba seeds). These offer a three-pronged approach to moisturizing: They're emollient, meaning they fill the gaps between your cells and flatten down dry, roughed-up skin cells to make your skin smoother and softer. They're occlusive, which means they coat the outermost layer of the epidermis, slowing the rate that your skin's natural moisture evaporates. And they help cell membranes hold on to water by providing fatty acids that strengthen the skin's barrier.

The blend of fatty acids depends on the oil you choose, but "the ones with a ratio similar to the ratio of fatty acids that occur in the oil you produce naturally play best with your skin," explains Ni'Kita Wilson, a cosmetic chemist in New York City. These include light oils like jojoba, argan, apricot, and hemp, which tend to have small molecules that are easily absorbed. Rose hip, one ingredient in Kjaer Weis' new face oil blend, is another good one. Heavier oils, such as coconut, safflower, and almond, can lock moisture into the skin but don't absorb as easily, so some versions may have the potential to clog pores (if your skin is oily, they're probably better for your body than



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BEAUTY SKINCARE NEWS

your face). The heaviest oil of all is petrolatum, derived from crude oil (which is basically a fossil fuel); dermatologists sometimes say it's "cosmetically inelegant," which is code for greasy—and one reason it's typically used in products for chapped skin or dry lips.

What they all have in common is they won't evaporate, and they don't contain water. In some ways, that's beneficial (bacteria can grow in water but not oil, so pure face oils don't need to be formulated with preservatives, whereas many traditional lotions or creams do). But the lack of H₂O can be a problem for some skin types. If you have a dry complexion, you may first need to apply a face lotion or cream with a hydrationboosting humectant, such as hyaluronic acid or glycerin, that draws water out of the atmosphere and into your skin. "Putting an oil on dry skin is like wrapping a dry sponge in plastic wrap and expecting it to become wet," explains Wilson. If you're already hydrated and your skin barrier is healthy, an "oil should be able to lock in the moisture that's already there," says Gohara.

And the benefits don't stop there; these extracts are truly the multitalented James Francos of the beauty world. "The right oils can actually help balance out oily skin," says Shrankhla Holecek, the founder of Uma Oils and a practitioner of Ayurvedic medicine. The science backs her up: In one study, a cream made with argan oil decreased sebum levels by 20 percent. In another, a jojoba oil mask reduced blemishes, which often go hand in hand with an oily complexion, by 54 percent.

Makeup artist and RMS Beauty founder Rose-Marie Swift uses her RMS oil—a blend of

ioioba and rose hip oils and herbal extracts—as a primer: "It makes skin really smooth, so there's no drag or dryness when you put on makeup." Gohara loves oils as facial cleansers, because they're especially good at binding to (and removing) silicone and synthetic ingredients in makeup. "When you rinse away an oil cleanser, it won't strip skin dry like soap can," she says. Some carrier oils also have antioxidants, which can neutralize the free radicals that cause signs of aging. Argan, for example, contains the antioxidant vitamin E and skinstrengthening linoleic acid. And olive, a component in Origins' face oil, contains polyphenols, oleic acid, and carotenoids, the same disease-fighting compounds found in brightly colored vegetables.

Special Treatment
Speaking of vegetables, let's get back to

Speaking of vegetables, let's get back to essential oils. These volatile (they can evaporate), aromatic compounds are extracted from the stems, leaves, and/or flowers of plants. The most common production method is steam distillation, which involves heating the raw materials, condensing the steam released, and siphoning off the oil. But essential oils can also be extracted with pressurized carbon dioxide, by adding natural or chemical solvents, or by cold-

it great for acne-prone skin. Lavender and rosemary also have antibacterial properties and have been studied extensively, but there are dozens of other essential oils with myriad benefits. Magnolia, camellia, sandalwood—many newly trendy extracts have skin benefits that are just starting to be discovered. "These oils have been around for centuries," says Wilson. "Clearly there's something to them or we'd have stopped using them long ago."

After speaking with proponents like Swift—who has been on the beauty-oil

THESE EXTRACTS ARE TRULY THE MULTITALENTED JAMES FRANCOS OF THE BEAUTY WORLD.

pressing. Whatever the process, the finished product is typically rich in antioxidants, has anti-inflammatory properties, and may have antibacterial qualities.

They're also superpotent. "It takes 5,000 petals to make four drops of rose essential oil," says Susan Griffin-Black, cofounder of skincare line EO Products. "This potency, and potential for irritation, is why most essential oils—other than lavender oil—should not be applied directly." Instead, they're usually diluted in carriers to make hybrid beauty oils tailored to treat a variety of concerns. Griffin-Black says that rose geranium and frankincense, both of which are in EO's night serum, have antiaging effects, while helichrysum oil soothes.

Tea tree, found in Sunday Riley's clarifying face oil, is a natural antibacterial, which makes

bandwagon for decades—I'm beginning to understand the allure. "A lot of dermatologists are starting to stand up for oils, and many women are sick of chemicals, because the promises aren't panning out," says Swift. "I've been using oils since I was a teenager, and people always tell me how good my skin looks for my age."

I've also been experiencing the results firsthand. A few weeks after I began using face oil in lieu of my usual moisturizer, my husband, who is normally as oblivious as a Westworld android ("Doesn't look like anything to me," he'll say if I point out a blemish), told me my skin looked really good. That doesn't mean I'm about to swipe my underarms with a crystal, but I'm convinced oils do hold a special kind of magic. mc









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MAJOR BREAKTHROUGHS

NEXT BIG THING

An underground beauty resource is just starting to go mainstream. Let's take a trip down the Reddit hole By COURTNEY DUNLOP



ith more than 100 million views per month, the social forum Reddit is already a big thing—at least when it comes to politics, gaming, and cat GIFs. But few realize it's also a treasure trove of cult-beauty discovery. On any given day, a whole Webby world of detailed product reviews and debates about under-the-radar brands is flourishing on the beauty boards (known as subreddits), such as the popular "Skincare Addiction" and "Fancy Follicles" ones.

That said, it does take some clicking to get to the goods, and the interface isn't exactly, uh, elegant. So until you get the hang of it, we're happy to provide highlights.

BEAUTY

SECRET SERUM

Shark Sauce, made with high levels of the proven skin brighteners niacinamide and n-acetyl glucosamine, got its start when creator Chel Cortes posted a DIY recipe. (It's named for her friend's Reddit handle; there are no shark-related ingredients!) A thread quickly formed, demanding she make it for purchase, and when she did, one batch sold out in just 22 seconds. HOLY SNAILS Shark Sauce, \$29.



SORTA-LEGAL IMPORT

Redditors say the holy grail of nongreasy SPF that goes on under (or over) makeup is Bioré's Watery Essence SPF 50+. It isn't available stateside, but you can find it easily enough on amazon.com. BIORÉ UV Aqua Rich Watery Essence Sunscreen SPF 50+, prices vary.



GRAY MATTER

Makeup micro-trends spark passionate discussions on the site, and throughout the graylipstick-appreciation threads (yes, these exist), NYX's Stone Fox is a crowd favorite.

NYX Liquid Suede Cream Lipstick in Stone Fox, \$7.



COS-SPRAY

The fragrance folks on Reddit are obsessed with ferreting out indie brands. Lately, eclectic, fantasy-based perfumes from Deconstructing Eden are getting rave reviews (the Be My Druidess scent is especially popular).

DECONSTRUCTING EDEN Be My Druidess Eau de Parfum, \$28.



SCENT SHIFT

Scrumptious-smelling Haus of Gloi Pumpkin Butters top the lists of body-lotion connoisseurs. And for good reason: Who wouldn't want to scent their skin in the brand's best-selling Cozy Sweater, a blend of musk, vanilla, and Nag Champa incense? HAUS OF GLOI Pumpkin Butter in Cozy Sweater, \$5.



HAIR FIX-IT

DIY recipes make up the bulk of the back-and-forth on hair boards, but a loyal following has gathered around indie brand Loma and its vitaminenriched shine-boosting serum.

LOMA Nourishing Oil Treatment, \$20. For information on where to buy, see Shopping Directory.



Why We're Loving It.

Rave reviews for new Dove Shower Foam are already rolling in! Learn more about the body wash's breakthrough benefits from a few women who were the *first* to *buy*, *try*, and *love*.

> Molly, Toronto, Canada

"It's a *bubble* explosion! Feels like a shower in the *clouds*" incredibly hydrating"

Marine. Paris, France

"Light and



The light and airy lather left my skin feeling nourished, pampered, and smooth—a luxurious shower experience like I've never had before!"











HAIR DIARIES

WIND IT UP

An athlete with curls, **Ashley Ross** was resigned to a life in ponytails—until a dry-cutting technique and gentler products helped her let loose

G

rowing up, my life revolved around gymnastics, a sport that rewards boundless energy and spring-loaded movements—except when it comes to your hair. To make

sure my unruly blonde curls never got in the way, I always had them bound up tightly in an elastic or in one of the scrunchies my mom made to match my leotards. After every haircut, my ringlets would be up in a pony before I even left the salon. And when I slowed down long enough to look in a mirror with my hair down, I felt more like the precocious '90s character Curly Sue than carefree, cosmopolitan Carrie Bradshaw. A ponytail was the easy way out and didn't require gobs of gel and serum, or an hour with a diffuser, to tame my frizz.

When I graduated from college and moved to New York City in 2010, I expected Manhattan

hairstylists would know what to do with my curls so I could ditch the pony for a more professional look. But my arrival coincided with the new blowout obsession: Drybar had just opened its first location, and images of newly engaged Kate Middleton's smooth princess strands were inescapable. No matter what salon I went to, I'd leave with a complimentary blowdry and Victoria's Secret-model waves that looked way too perfect to be even remotely natural. The smooth strands just didn't work with my round face, not to mention my weekly runs and boutique fitness classes. The minute I started exercising, my curls would bounce back to life, which was the only excuse I needed to keep my hair in a topknot at all times.

Then, a few years ago, I started to notice a subtle shift in the New York look. When I'd go for a run, I'd spot more women with natural curls on the streets and on billboards. Plus, a few of my fitness instructors would even leave their hair down during class, letting the saltiness of the sweat emphasize their texture, for an almost beachy look. It was all

the inspiration I needed to find someone who could help me make my curls work for the office and the gym.

After a deep Instagram stalking session with the hashtag #curlyhair, I found stylist Katy Ryan, of Katy Ryan Studios. When we met, she explained that curls are frizzy because they're drier than straight hair (it's harder for the scalp's natural oils to work their way down a coiled path than a straight line). Another problem? I never brushed my hair, because I knew it would end up a big, poufy mess. But Ryan suggested I start—at least occasionally: "It's the most moisturizing thing you can do; it helps move the natural oils down to the ends." She also recommended that I try sulfate-free shampoo, which is gentler and less drying, because it doesn't contain inexpensive surfactants, like sodium lauryl sulfate, that remove dirt and oil but can strip hair's natural moisture in the process.

The biggest change of all: She cuts my hair dry, instead of wetting it and pulling it taut to trim, as every stylist had done before. The first time she cut it, I watched in awe as my tent of curls took on a softer, more balanced shape, layer by layer. "If you cut harsh, straight lines on curls, you end up with a triangle shape," she says. I used to keep my eyes on my Kindle at the salon, but now when I see Ryan every two months, I like to watch her slice the curls on angles that complement the shape of my cheeks and the line of my jaw. After each snip, she glances at my hair in the mirror, squinting as if she's an artist at work on a sculpture.

The process takes awhile (the cut alone is 40 minutes, and when I'm also getting color, I can be in the salon for several hours), but that's turned out to be more inspiring than annoying. I figure if she's willing to put in the effort, I should be, too. I've been using a lowlather (and, yes, sulfate-free) shampoo with a conditioner that has natural oils, which just feels right for natural curls. I've also switched to washing at night, so I can apply a light curl cream and get in a half hour of air-drying (no diffuser!) before bed. In the morning, I'll do a workout-friendly ponytail for whatever class I'm taking. And because my hair is more hydrated, I don't get that obvious crease that comes from wrapping an elastic tightly around strands loaded with sticky products.

Now, no matter how many burpees I do or miles I jog, when I let down my curls, it only takes a few scrunches of curl cream to re-tame my style. I know Ryan's cut probably deserves most of the credit for my look and routine, but I like to think the homework I'm doing—the air-drying, the new products, the healthier ingredients—plays a part. It's all about teamwork, right? **m**C



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L'ORÉAL HAIR EXPERT/PARIS



FRAGRANCE FILES

POPPING BOTTLES

From the heady aroma to the mood-altering effects, a beautiful perfume has a lot in common with a great wine—just ask a sommelier

By JENNIFER GOLDSTEIN

ivinely scented and crafted by trained specialists, perfumes can be sophisticated blends of distinguished provenance or simpler mixtures in flashy glass bottles that tell a story.

Likewise, the same could be said of wine. And, let's be honest, both industries can be intimidating.

But at least when you're choosing a bottle at a restaurant, there's a sommelier on hand to educate, demystify, and guide you to the perfect selection. "As a sommelier, you need to have a great sense of smell—and taste, of course," says Sarah Clarke, general manager for Osteria Mozza and beverage director for Mozza Restaurant Group in Los Angeles. "But we also have to stay objective when we see a new product or vintage coming out."

Because of her unique skill set, we asked Clarke to test out some new perfumes, giving us her first impression (before she knew the notes used in the blend), and then a wine pairing and review after we gave her more details on the scents. It's an exercise she says she found tricky but ultimately very stimulating. "As sommeliers and cork dorks, we look for three or four notes in a wine—usually a type of floral, fruit, and earth," she says. "But these perfumes had so many more layers of scent—it was a whole other level."

jo malone

THE BLOOMSBURY SET LEATHER & ARTEMISIA (\$70 for 1 oz.)

FIRST IMPRESSION: "It smells of leather, and there's this amberand earth and musk." FRAGRANCE NOTES: An anise-tinged blend of herbal artemisia, soft orriswood, and leather. WINE EQUIVALENT: "Red Bordeaux are known for leather and earth. There's a region in Bordeaux called Graves-which gets its name from the gravel in the subsoil—and this perfume has that same kind of stony quality." **SOMMELIER VERDICT: "This was** my personal favorite. I would totally wear it, but I can't at work because then everyone would be smelling my perfume and not their wine."



n demand

See smoother, firmer, more radiant skin at the push of a button

NEW

ACTIVE INFUSION YOUTH SERUM With Pure NIA Spheres

Our **patented NIA-114**™ molecule, now encapsulated in a super-concentrated form + age-fighting peptides, lipids and anti-oxidants

CLINICALLY PROVEN TO STRENGTHEN THE SKIN BARRIER*



Other Fine Department Stores • StriVectin.com f @ 0

BEAUTY FRAGRANCE FILES



jimmy choo L'EAU (\$98 for 3 oz.)

FIRST IMPRESSION: "I get watermelon rind and cucumber—those green notes are what stand out." FRAGRANCE
NOTES: Combines hibiscus flower with bergamot, nectarine, peony, and cedarwood. WINE
EQUIVALENT: "Because of the underlying greenness in this, I would equate it with something like a Sancerre or Sauvignon
Blanc." SOMMELIER VERDICT: "It's definitely floral, but to me, it's really about that watermelon rind, which I love because it has



hugo boss Boss the scent for her (\$100 for 3.3 oz.)

FIRST IMPRESSION: "Definitely orange citrus—there's a tangerine type of element to this one."
FRAGRANCE NOTES:
Honeyed peach and freesia top notes, with a heart of osmanthus flower and a roasted-cocoa base. WINE EQUIVALENT:
"The citrusy notes remind me of a light, sparkling Moscato from Italy." SOMMELIER VERDICT:
"With the floral, orange, and jasmine, this one's almost like a candy, or maybe a white cupcake with frosting."



cartier

BAISER FOU (\$90 for 1.6 oz.)

FIRST IMPRESSION: "Green herbs and mint, elderflower, and pink peppercorns." FRAGRANCE NOTES: Designed to evoke a kiss on the skin, with purple orchid and white chocolate reminiscent of a lip balm. WINE EQUIVALENT: "The elderflower reminds me of a gin and tonic. A wine would be tougher, but it's sort of like Roussanne, a white varietal from France's southern Rhône Valley that has a rich viscosity." SOMMELIER VERDICT: "It's tough to describe because it's herbaceous yet sweet-and there's a density to it."



vince camuto

CIAO (\$85 for 3.4 oz.)

FIRST IMPRESSION: "Candy and white flowers were the first things I smelled." FRAGRANCE NOTES: A fruity-floral Oriental with strawberry, blackberry, honeysuckle, lily of the valley, Cashmeran, and sandalwood. WINE EQUIVALENT: "It's a little like Viognier, a white from the northern Rhône Valley. If I smell a wine with sweet notes of, for example, Froot Loops, those usually remind me of Viognier." **SOMMELIER VERDICT:** "Floral, but also sweet—and it has the soft, chalky quality of a powder."



a really nice freshness."

narciso rodriguez FOR HER FLEUR MUSC (\$124 for 3.3 oz.)

FIRST IMPRESSION: "This one's fun: rose petals and musk and some kind of underlying herbaceous notes, like eucalyptus or tarragon." FRAGRANCE **NOTES:** Inspired by pink roses, this features musk, pink peppercorn, patchouli, and soft amber. WINE EQUIVALENT: "If you just think about the rosepetal notes in this scent, then that sends you to Nebbiolo, a northern Italian red, like Barolo or Barbaresco." SOMMELIER VERDICT: "Really pretty. It was definitely the most popular. All my coworkers asked, 'Ooh, who gets to keep this one?""



nest

BLACK TULIP (\$68 for 1.7 oz.)

FIRST IMPRESSION: "You know when cantaloupes get really ripe? There's definitely that melon-y, musky quality here." FRAGRANCE NOTES: An Oriental blend of black plum, patchouli, pink pepper, and Japanese violet. WINE **EQUIVALENT:** "I'm going to get a little crazy and say it's reminiscent of Gewürztraminer, a white that's spicy and has some candied orange peel." **SOMMELIER VERDICT: "This** perfume was tricky, because it's so complex: The muskiness is there, but also the melon notes and even some higher tones of grapefruit peel."



juicy couture VIVA LA JUICY SUCRÉ (\$96 for 3.4 oz.)

FIRST IMPRESSION: "Powdered sugar, violet, and vanilla-like a candied strawberry or cherry." FRAGRANCE NOTES: Fuses red currant, mandarin, and peach with gardenia, jasmine, almond cream, and vanilla extract. WINE **EQUIVALENT:** "It's hard to get around the sweetness, but with the hints of red fruit, I'd have to say it's most similar to a light, floral rosé from Provence." **SOMMELIER** VERDICT: "I really need to be more familiar with flowers to describe this well, but it's like a macaron-or amarena cherries. which are often used at the bar and come bottled in a rich, dark syrup."



dior

POISON GIRL (\$78 for 1.7 oz.)

FIRST IMPRESSION: "There's a spicy orange-peel quality to this one, with a lot of underlying floral notes." FRAGRANCE **NOTES:** Strikes a balance between Sicilian sweet orange, Calabrian bitter orange, and neroli, rose, vanilla, and tonka bean. WINE EQUIVALENT: "I'm thinking of a Mantonico, a white varietal that's from Calabria, Italy, just like the bitter-orange note the perfumer used in this scent." SOMMELIER VERDICT: "This smells like orange blossom and maybe even baby powder a bit. It's both sweet and spicy, and tickles your nose at the end."



YOU don't know retinoids

BUT IF YOU STILL HAVE ACNE, YOU SHOULD.

cne as an adult? It shouldn't happen, right? Well, it does. Over 50 million Americans suffer from it annually. So...you're not alone. But before you head into that board meeting sporting your three-piece suit and your latest breakout, there's one acne-fighting ingredient that you should try (that you most likely haven't yet): RETINOIDS.

YOU'RE PROBABLY ASKING YOURSELF, "WHAT IN THE WORLD ARE RETINOIDS?"

Well, retinoids work like vitamin A, which is an important building block for healthy skin, so they've become the basis for many acne medications.

WAIT A SEC, ARE RETINOIDS THE SAME THING AS RETINOL?

The names sound familiar, so they're easy to mix up. But here's the scoop: retinol is a type of retinoid, but isn't really used to treat acne, unlike the much more powerful retinoids.

WHAT WILL THEY DO FOR MY ACNE? AND HOW ARE THEY DIFFERENT FROM THE OTHER ACNE STUFF I'VE TRIED??

First off, almost every other product on the shelf has been made with the same stuff: benzoyl peroxide and salicylic acid. So not only are retinoids a different ingredient, they work completely differently. Retinoids, like that in new



Differin® Gel (the FIRST and ONLY retinoid acne product to be available over the counter!), target two of the primary causes of acne. They regulate skin cell turnover AND reduce inflammation deep in the skin to prevent pimples, blackheads and clogged pores before they occur. So they're working at the source!

SO HOW DO I USE THEM?

Unlike spot treatments, retinoids should be applied to your entire face on a daily basis. Use a moisturizer to minimize dryness, and if you're in the sun, apply sunscreen. Think of it as your new routine, because even after your skin looks clearer, it's important to continue use to keep those breakouts away.

OK, BE HONEST. WHAT CAN I EXPECT??

Retinoids take a few weeks to start to work, and during this time, you might experience some dryness and irritation while your skin gets used to them. So, it could feel like it's getting a little worse before it gets better. But, like your old track coach used to say, "You just gotta push through it!" And for those who don't get any of these pesky side effects, it doesn't mean that the retinoids aren't doing their job.

THE BIGGEST NEWS IN ACNE IN 30 YEARS

GEL



DIFFERIN® GFI

ADAPALENE GEL 0.1%

- PREVIOUSLY AVAILABLE ONLY BY PRESCRIPTION
- ONCE DAILY
 TOPICAL RETINOID

"THIS IS A MASSIVE GAME-CHANGER IF YOU HAVE ACNE."



Finally, there's a new acne-fighting ingredient on the shelf. One that you could only get from a doctor...until now. New Differin® Gel has a multi-benefit RETINOID called adapalene that clears your acne where it starts and prevents future breakouts to restore your skin's tone and texture.

DO THINGS

DIFFERIN®



GLOBE-TROTTING MAKEUP ARTIST TURNED MOGUL CHARLOTTE TILBURY TAKES SUPERMODEL MARTHA HUNT ON A TRIP AROUND THE WORLD WITH FIVE SPRING LOOKS INSPIRED BY HER TRAVELS

Photographs by ENRIQUE BADULESCU





MEANWHILE, BACK EAST, THERE ARE UPTOWN GIRLS AND DOWNTOWN GIRLS, BUT TILBURY ENVISIONED A CLASSIC, COSMOPOLITAN AMERICAN WOMAN WHO RESIDES SOMEWHERE IN BETWEEN THE TWO. HERE, IMPECCABLE BROWS MEET EFFORTLESS, GO-ANYWHERE NUDES.

On lips: Charlotte Tilbury K.I.S.S.I.N.G Lipstick in Penelope Pink. On brows: Charlotte Tilbury Brow Lift Three-Way Shape, Lift & Shade Tool. Sweater \$750, Ralph Lauren Collection; Bracelets prices upon request, Cartier; Ring \$2,350, Chanel Fine Jewelry.



LONDON
TILBURY'S
GREATEST
MUSE, BRITISH
SUPERMODEL
AND ULTIMATE
IT GIRL KATE
MOSS, WAS ON
HER MIND
WHEN SHE
CREATED THIS
SULTRY, SMOKY
EYE WITH A
DOSE OF
SHIMMER SO
THAT HUNT'S
FEATURES POP.

On eyes: Charlotte
Tilbury Rock 'N' Kohl
Iconic Liquid Eye Pencii
in Bedroom Black and
Charlotte Tilbury Luxury
Palette Eyeshadows
in The Rock Chick.
Coat \$1,795,
Burberry; Scarf \$295,
Saint Laurent.

PARIS

NO GRAND
TOUR WOULD
BE COMPLETE
WITHOUT A STOP
IN FRANCE,
WHERE THE
PERFECT RED
POUT IS DE
RIGUEUR. WE'RE
OBSESSED WITH
TILBURY'S MATTE
REVOLUTION
LIPSTICK, WHICH
GIVES MAJOR
COLOR IMPACT
WHILE ALSO
HYDRATING AND
MAKING LIPS
LOOK FULLER
WITH 3-D
PIGMENTS.

On lips: Charlotte Tilbury Matte Revolution Lipstick in Red Carpet Red. Sweater \$695, Michael Kors Collection.

For stores, see Shopping Directory.

Hair:

DAVID VON
CANNON AT THE
WALL GROUP
MAKEUP:
CHARLOTTE
TILBURY FOR
CHARLOTTE
TILBURY BEAUTY
AT ART PARTNER
MANICURE:
SHERIL BAILEY
FOR DIOR VERNIS
AT JED ROOT
MODEL:
MARTHA HUNT
AT IMG MODELS







Tourde FACE

From the Thames to the Mediterranean, Charlotte Tilbury has created looks made for any time zone





2

ON THE FLY

Apply under foundation for post-red-eye

radiance.



LEFT: The New York City skyline. BELOW: The Eiffel Tower, Paris







STILL LIFES: JEFFR! BADULESCU, ROO IMAGES, ENRIQUE

1. Filmstar Bronze & Glow Face Sculpt & Highlight in Medium-Dark, \$68. 2. WonderGlow Instant Soft-Focus Beauty Flash, \$55. 3. K.I.S.S.I.N.G Lipstick in Penelope Pink, \$32. 4. Charlotte's Magic Cream Moisturizer SPF 15, \$100. 5. Beach Stick in Moon Beach, \$45. 6. Luxury Palette Eyeshadows in The Rock Chick, \$52. All items, Charlotte Tilbury; charlottetilbury.com.

THE LINDA WELLS REPORT



The coolest new creams: (from top row, left to right) GLAMGLOW Volcasmic Matte Glow Moisturizer; BURT'S BEES Skin Nourishment Night Cream; FRESH Black Tea Firming Corset Cream; L'ORÉAL PARIS Age Perfect Cell Renewal Rosy Tone Moisturizer; AVEENO Positively Radiant Overnight Hydrating Facial; DR. BRANDT DNA Time Reversing Cream; NEUTROGENA Rapid Wrinkle Repair Regenerating Cream; CLINIQUE Pep-Start Hydrorush Daily UV Protector; CLARINS Hydra-Essentiel Cooling Gel; OLAY Regenerist Micro-Sculpting Cream; OLAY Luminous Tone Perfecting Cream; GLOSSIER Priming Moisturizer Rich.





he first time I made any money of my own, I took it straight to the beauty counter and bought myself a lemon-scented cleanser and a skin-scrubbing brush. I was a 13-year-old babysitting machine, and I was on a mission. A few years later, I moved on to Clinique's efficient three-step system, which in my mind is skincare's gateway drug. From there, it was Erno Laszlo black sea-mud soap and Mario Badescu facials, upping the ante with each new treatment and each new paycheck.

Hello, my name is Linda, and I am a skincare addict.

While makeup is getting all the millennial love in beauty today—with contouring creams, highlighting compacts, eye-shadow palettes, and lip kits selling like mad—I'm here on the other side of the divide to celebrate skincare. Remember skincare? It is the basis of all things right in beauty. My affection for it is proof alone that I'm not a millennial—and let's please not discuss my birth certificate. I

could actually document my life by skincare milestones: I know exactly where I was when I learned that Retin-A was approved by the FDA. I remember seeing my first wrinkle in the rearview mirror of a cab² and feeling the prick of my first shot of Botox in a dermatologist's office in Paris. I don't just like skincare; I *love* skincare.

Yet as much as everyone knows that skin health is essential to beauty, it just seems a little, well, boring at the moment. No one gets 1,000-plus likes on Instagram for posts of their daily SPF 30 moisturizer. That may explain the soaring popularity of masks, which look great in photos. Many also originate in Korea, the hotbed of skincare trends, and give fast, visible results. Women are using them as preparation for makeup, to perk up their skin before a big day at work or a big evening out. The overwhelming drive in beauty for these women is, "I want what I want when I want it," says Karen Grant, the global beauty industry analyst for the NPD Group, a market research firm. "It's almost Machiavellian."

Linda
Evangelista
told me it
was her first
beauty
product
too, so we
have that in

l actually kind of liked it



OLAY

DNA or OLAY?

Olay discovered that almost 10% of women naturally look years younger. Now every woman can be ageless. We've newly engineered our products through decades of research with only the best ingredients, helping take years off your skin age in weeks.

Who needs DNA when you have Olay?



hese women are also diving deep into cleansers, perhaps to wash off all the layers of makeup. Many have adopted the Asian habit of double cleansing, first with an oil and then with a more traditional face wash. The new cleansing oils smell like exotic flowers, and they provide something unusual for cleansers: a feeling of comfort and pampering.

To convert this generation to moisturizers, hydrators,3 and even active ingredients, there's a whole army of stealth skincare products that make skin look better mere minutes after they're smeared on. "Lack of hydration is one of the top issues that can cause something to look older," says Grant. "That's even true with a shoe or a bag." The best of the bunch have an ulterior motive, sneaking anti-aging ingredients in the formula for longterm benefits. The fact that they're designed to appeal on beauty's favorite social-media platform is also a key factor. They're a photogenic icy blue (Neutrogena Hydro Boost Water Gel and Clarins Hydra-Essentiel Cooling Gel), pale pink (Olay Luminous Tone Perfecting Cream), or deep pink (L'Oréal Paris Age Perfect Rosy Tone Moisturizer). "In this skeptical market for skincare, products have to be Instagram-worthy and a delight to use," says Stephanie Guggenheim, the senior marketing director at Neutrogena, where Hydro Boost has been a wild success for those exact reasons.

Women, especially millennial women, want their skin to look flawless—a word that was freighted with judgment for previous generations. They turn more to makeup for this, not to slow and steady skincare. But now, skincare looks more like makeup, and makeup has skincare ingredients like antioxidants, peptides, moisturizers, and sunscreen tucked inside. "It's funny," says Artemis Patrick, the senior vice president of merchandising at Sephora. "If you ask millennials if they use skincare, they say no, even though they really do. The lines between

Moisturizers
hold moisture
on skin.
Hydrators
deliver moisture
beneath
the skin

But remember, the tortoise won the race







skincare and makeup are being crossed." To that end, Olay's Ultimate Eye Cream is tinted. Hydro Boost has blossomed into a whole line of products that includes a foundation and a concealer laced with hydrators. It Cosmetics' best-seller is a CC cream that's rich in pigments and in vitamins, moisturizers, hydrators, and SPF 50. Shiseido's new White Lucent OnMakeup Spot Correcting Serum covers dark spots while it treats them, functioning as either "the last step in skincare or the first step in makeup," says Gisela Ballard, the company's executive director of marketing.

f all the unappreciated areas of skincare today, the least appreciated is antiaging skincare. I get it. It let us down, overpromising and underdelivering like a slick politician. Anti-aging skincare requires diligence and patience. It isn't sexy. Sometimes it also seems to demand an advanced degree in biochemistry. No wonder so many people tuned out. But really, how hard is it to slap on a serum and a cream? "The most important time to take care of the skin is in your twenties and

Not so hard



PRO-RETINOL EYE TREATMENT

OLAN/ EYES



SAGGING SKIN



OLAY® EYES









Olay Eyes. A collection to fight the look of every eye concern: Brighten, Depuff, Lift, Smooth, or Ultimately, all of it.

#AGELESS



The most important time to take care of the skin is in your twenties and thirties.... Most women don't act until they see the first wrinkle.



thirties, because the consequences show in the future," says Rosemarie Osborne, Ph.D., a scientist and research fellow at Procter & Gamble. "But that's when you can't see the changes in your skin. And most women don't act until they see the first wrinkle."

Skincare marketers have gotten wise to this need to deliver instant gratification, and they also know they have to seduce us into using their products day and night so the ingredients can actually work their magic. Even the big players in the skincare world recognize the problem and are eager to fix it. "We want to make skincare fun again, removing those things that have made it not fun," says Alex Keith, president of global skin and personal care at Procter & Gamble, which makes Olay.

The researchers at Procter & Gamble focused on studies about women who are exceptional at aging in order to help the rest of us look a little younger. Okay, that doesn't immediately sound like fun, but when they showed me photographs of two 44-year-old women, I snapped to attention. One looked all of 29 while the other had the lines and sagging of a 57-year-old—a full 30-year span. The Olay experts studied the unusually young-looking ones—called super-

agers—even taking punch samples of their skin⁶ to determine its structure down to their genetic activity. Duplicating that hearty young skin became the goal for Olay's reformulated skincare products.

The biggest behavioral differences of the superagers: 1) They spent little time in the sun; 2) they protected themselves when they did venture outdoors; 3) they never had dry skin; and 4) they had a positive attitude about life. What didn't seem to make a lick of difference, regardless of what we've all read: stress, fast food, carbs, sugar, or drinking eight glasses of water a day. The news made me suddenly crave doughnuts.

o mimic superagers' fresh, plump, even-toned, dewy (should I go on?) skin, Olay looked for ingredients that would boost skin's natural antioxidants and its microcirculation. "If you can improve the circulation under the skin," says cosmetic chemist Jim Hammer, "you have a greater likelihood of having a rejuvenating effect." Olay's new Regenerist Miracle Boost Concentrate and Micro-Sculpting Cream—my personal favorites—contain, among other things,

A sharp cookie-cutter-like tool removes a circle of skin for analysis. In other words not that fun

...and I've

And I don't even like doughnuts







DNA or OLAY?

Olay discovered that almost 10% of women naturally look years younger. Now every woman can be ageless. We engineered New Olay Regenerist to dramatically reduce the look of wrinkles. See results on day 1, and years off your skin age by day 28.

Who needs DNA when you have Olay?







peptides, niacinamide, an olive-oil derivative, and a carob-seed extract, all proven to work all the way to the genomic level.

aybe to get the next wave of women to use anti-agers, marketers will have to convince them that skincare is an aspect of wellness. If you've ever sipped a green juice, downloaded a meditation app, or squeezed the sweat from your hair after SoulCycle, then you sure as hell should own an antioxidant serum and apply it every day. Skincare products may not yield the dramatic before-and-afters that win likes, but

they're truly what make the difference in your appearance in the long haul known as life.

Perhaps one way to look at skincare right now is as a spectrum of treatments, from simple and sweet (cleansers, moisturizers, and hydrators) to complicated and painful (Botox, wrinkle fillers, and lasers). Facial salons have moved from the simple end to the more intense side and now come right before dermatologists with places like Skin Laundry offering 15-minute laser and light sessions in a friendly, breezy setting. And while the simple and sweet are getting all the love at the moment, that's bound to change as the years march steadily on. We will all look in the rearview mirror one day and realize it's time to act.

I like
Headspace . . . and I've
used it exactly
twice

OLAY

DNA or OLAY?



Olay discovered that almost 10% of women naturally look years younger. Now every woman can be ageless. We engineered New Olay Luminous to give your skin a remarkably radiant glow. See results on day 1, and years off your skin age by day 28.

Who needs DNA when you have Olay?



Rare FORM

+SCARLETT JOHANSSON FEVER

+INDUSTRIAL-CHIC BAGS TO POWER YOU THROUGH THE SEASON +SIGNS OF SPRING: FROM ROMANTIC PUNK TO '80s POP

DRESS PRICE UPON REQUEST, ALEXANDER MCQUEEN; (212) 645-1797. RING PRICE UPON REQUEST, CHANEL FINE JEWELRY; (800) 550-0005. EARRINGS JOHANSSON'S OWN.







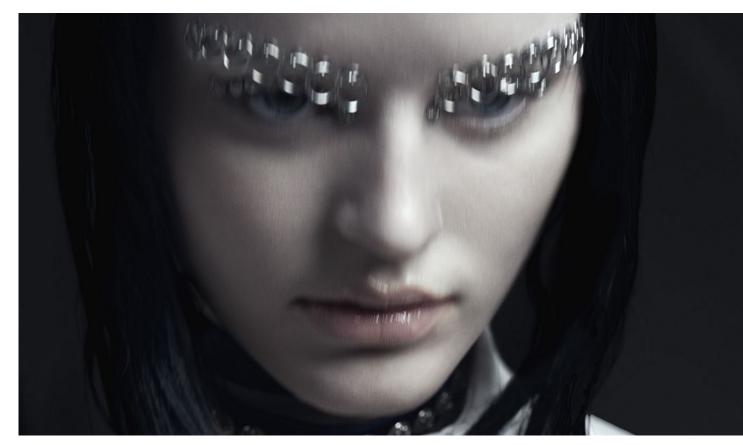
This page: Jacket, \$4,300, Dior; safety-pin brooch, \$800, Chrome Hearts. Opposite page: Dress, \$230, MSGM; skirt, price upon request, Rodarte; necklace, \$295, Alexander Wang; harness, price upon request, The Leather Man; gloves, \$795, Perrin Paris; tights, \$27, Emilio Cavallini; boots, \$144, Trash and Vaudeville.

Previous spread, left:
Dress, \$2,045, gloves,
\$190, boots, \$1,570,
Simone Rocha; leather
necklace, price upon
request, David Samuel
Menkes; diamond necklace,
price upon request,
Tiffany & Co.; belt, \$165,
B-Low the Belt,
Previous spread, right:
Top, \$1,138, Alberta
Ferretti; nose ring, \$95,
Chrishabana; necklace,
\$3,820, Ambush x Sacai.
On lips: NARS Velvet Matte
Lip Pencil in Unspoken
and Triple X Lip Gloss.
On eyes: NARS Eyeshadow
Duo in Vent Glacé.

Fashion Editor: Patti Wilson Art Director: Yuki Iwashiro







Opposite page: Coat & skirt, prices upon request, Rodarte; dress, \$1,040, N°21; watch (worn as necklace), \$4,900, Chanel; boots, \$405, Trash and Vaudeville. On lips: NARS Velvet Lip Glide in Playpen. On face: NARS Blush in Deep Throat.





Jacket, \$1,900, pants, \$2,000, Delpozo; vest, \$320, Studmuffin; bracelets, from \$300 each, Chrome Hearts.

Hair: Didier Malige for Rene Furterer Makeup: James Kaliardos for NARS Cosmetics Manicure: Martha Fekete for NARS Cosmetics Set Design: Jesse Kaufmann at Frank Reps Model: Hannah Elyse at The Lions Model Management



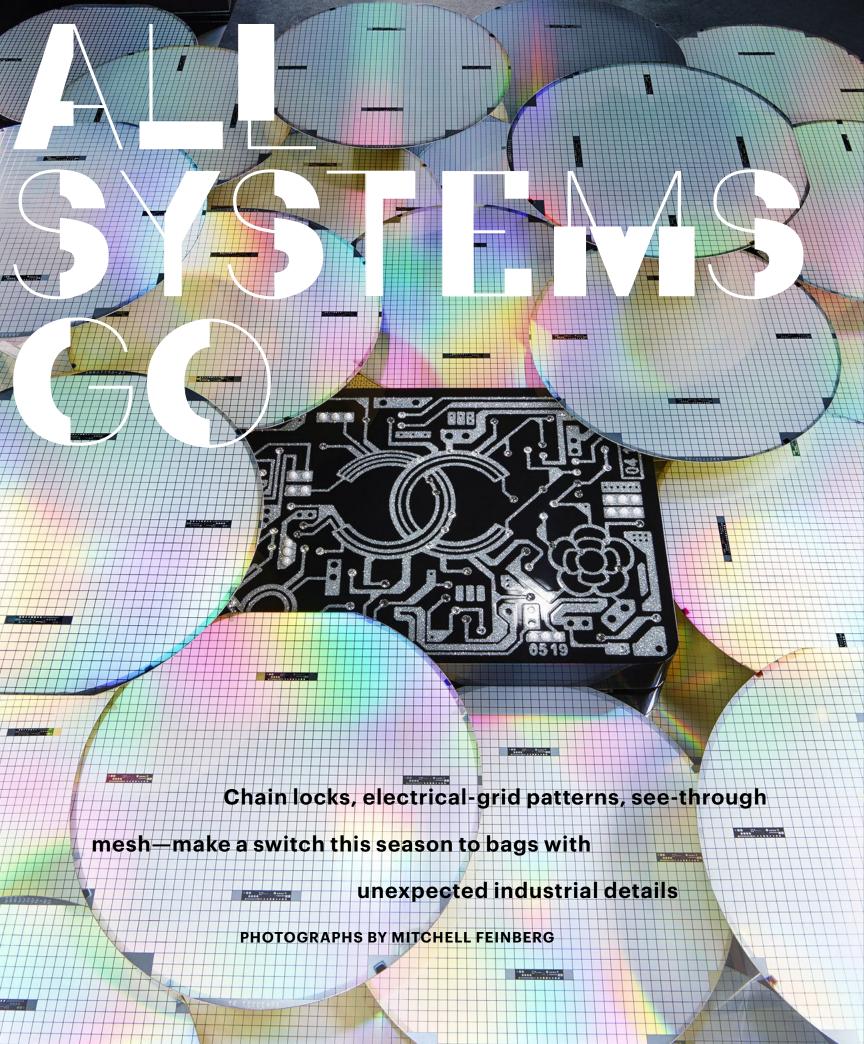
This page: Dress, \$1,245, Stella McCartney; leather chokers, \$1,100 each, cross pendant, \$4,800, chain, \$520, Chrome Hearts; chain necklace, price upon request, Cartier; watch, price upon request, de Grisogono. On lips: NARS Velvet Lip Glide in Stripped. Opposite page: Top, \$550, Diesel; skirt, \$995, Mikhael Kale; nose ring, \$147, pearl-and-silver rings, \$95 each, silver hinge ring, \$275, Chrishabana; choker, price upon request, David Samuel Menkes; safety-pin necklace, \$203, Erickson Beamon.

Next spread, left: Dress, \$2,900, Céline; leather-and-silver choker, \$385, Chrome Hearts; necklace & diamond rings, prices upon request, Cartier; belt, \$325, Zana Bayne; bracelet, price upon request, David Samuel Menkes; black-onyx-anddiamond ring, price upon request, de Grisogono; tights, \$27. Emilio Cavallini; shoes, \$2,390, Gucci. Next spread, right: Top, \$716, pants, \$652, Jacquemus; socks, price upon request, Preen by Thornton Bregazzi. For stores, see Shopping Directory.









Touch Screen THIS PAGE: BAG, \$2,450, GIVENCHY BY RICCARDO TISCI. OPPOSITE PAGE: BAG, PRICE UPON REQUEST, CHANEL. **FASHION EDITOR:** KYLE ANDERSON MARKE, MARKE, MERRES, լուսու լուսա լուսա լուսա _լուսա _լուսա լուսա Maren " MININI PHININI PHININI miller miller miller miller miller intiller ,000, 000, 000, 000, 000, 000, antitude interior and March 2017 MARIECLAIRE.COM 231









Nonconformists, unite! Tricked-out jackets, studded platforms, and body harnesses take punk to the streets Photographs by Blair Getz Mezibov





THIS PAGE: CROPPED VEST, PRICE UPON REQUEST, TOP, \$2,495, SKIRT, \$1,895, PANTS, \$1,145, NECKLACE, \$1,795, PIN (ON SKIRT), \$1,395, BOOTS, \$2,295, ALEXANDER MCQUEEN. OPPOSITE PAGE: BLAZER, \$1,500, PANTS, PRICE UPON REQUEST, SHOES, \$2,250, MARC JACOBS; TOP, \$135, THE KOOPLES; NECKLACE, PRICE UPON REQUEST, DAVID YURMAN; HARNESS, \$195,







EDGE OF N/GHT

THIS PAGE: COAT & PANTS, PRICES UPON REQUEST, TOP, \$4,645, DOLCE & GABBANA; CIRCLE STUD EARRING (SOLD AS PAIR), \$55, PANDORA JEWELRY; BRACELET, \$750, RINGS, \$375 EACH, EDDIE BORGO; SOCKS, PRICE UPON REQUEST, WOLFORD; SHOES, \$345, COACH 1941. OPPOSITE PAGE: SWEATER, PRICE UPON REQUEST, BALMAIN; NECKLACE, \$115, ZANA BAYNE; GOLD LINK BRACELET, PRICE UPON REQUEST, CHEVRON BRACELETS, \$950 EACH, BLACK CHAIN BRACELET, \$1,200, DAVID YURMAN; SHOES, \$795, COACH 1941. ON EYES: CLINIQUE QUICKLINER FOR EYES INTENSE IN INTENSE BLACK.



PRETTY IN PUNK

THIS PAGE: CROP TOP, \$1,770, TOP, \$765, PLUMEDSKIRT, \$2,765, YELLOW SKIRT, \$1,390, PRADA; SILVER HOOP, EARRING (SOLD AS PAIR), \$40, BLACK LEATHER BRACELET (WORN AS EARRING), \$40, PANDORA JEWELRY; BOOTS, \$695, COACH 1941. ON HAIR: DOVE CURLS DEFINING MOUSSE.

IN BACKGROUND ON MODELS, FROM LEFT: SHOES, \$345, BOOTS, \$695, COACH 1941; CLOTHING, MODELS' OWN.

MODELS' OWN.
OPPOSITE PAGE:
DRESS, PRICE UPON
REQUEST, VERSACE;
RING (WORN AS
EARRING), \$160,
NECKLACE, \$210,
EDDIE BORGO;
BOOTS, \$950,
VERSUS VERSACE.





CROSS THE LINES

THIS PAGE: TOP, \$850, PANTS, \$3,300, FENDI; CHOKER, \$165, ZANA BAYNE; DOUBLE-WRAP METAL-AND-LEATHER BELT, PRICE UPON REQUEST, MICHAEL KORS COLLECTION; STUDDED BELT, \$135, B-LOW THE BELT. ON BROWS: GLOSSIER BOY BROW. OPPOSITE PAGE: VEST, \$890, HILFIGER COLLECTION; DRESS, \$1,695, BALLY; EARRING (SOLD AS PAIR), PRICE UPON REQUEST, CARTIER; NECKLACE, \$3,800, DAVID YURMAN; SHOES, \$950, CARVEN. FOR STORES, SEE SHOPPING DIRECTORY.

Hair:
Johnnie Sapong
for Leonor Greyl
at Jed Root
Makeup:
Mélanie Inglessis
for Chanel at
Forward Artists
Manicure:
Emi Kudo for Zoya
at Opus Beauty
Model:
Nur Hellmann
at DNA Model
Management









BODY ELECTRIC

THIS PAGE: COAT, \$1,495, EMPORIO ARMANI; EARRINGS & RING, PRICES UPON REQUEST, DIOR FINE JEWELRY; BOOTS, \$1,895, BALENCIAGA.
ON BROWS: BENEFIT COSMETICS GIMME BROW VOLUMIZING FIBER GEL.
OPPOSITE PAGE: JUMPSUIT, \$1,050, VISOR, PRICE UPON REQUEST, MAX MARA; EARRINGS & RING, PRICES UPON REQUEST, CHANEL FINE JEWELRY; BELT, \$175, GUY LAROCHE; BRACELET, PRICE UPON REQUEST, DE BEERS.







JACKET &
PANTS, PRICES
UPON REQUEST,
CHANEL;
EARRINGS, PRICE
UPON REQUEST,
BULGARI;
NECKLACE,
PRICE UPON
REQUEST, DIOR
FINE JEWELRY;
RING PRICE FINE JEWELRY; RING, PRICE UPON REQUEST, CHANEL FINE JEWELRY; TIGHTS, \$45, FALKE; SHOES, \$995, SAINT LAURENT BY ANTHONY VACCARELLO.

OPPOSITE PAGE: DRESS, PRICE UPON REQUEST, LOUIS VUITTON; TIGHTS, \$32, EMILIO \$32, EMILIO CAVALLINI; EARRINGS, PRICE UPON REQUEST, DE BEERS; BRACELET, PRICE UPON REQUEST, BOUCHERON.

ON LIPS: MAKE UP FOR EVER ARTIST ROUGE LIPSTICK IN M300.



TRUE BLUE

THIS PAGE: VEST, PRICE UPON REQUEST, PANTS, \$990, SALVATORE FERRAGAMO.

OPPOSITE PAGE: JACKET, \$2,195, PANTS, \$1,475, BELT, \$420, MICHAEL KORS COLLECTION.

ON FACE: BOBBI BROWN POT ROUGE FOR LIPS AND CHEEKS IN CALYPSO CORAL.

FOR STORES, SEE SHOPPING DIRECTORY.

Hair:
Roberto Pagnini
at Airport Agency
Makeup:
Kathy Le Sant
at Airport Agency
Manicure:
Brenda Abrial
at Jed Root
Set Design:
Alexis Barbera
at Walter Schupfer
Management
Model:
Milou Van Groesen
at A Models
Amsterdam





Miss Scarlett

SHE'S THE HIGHEST-GROSSING ACTRESS IN HOLLYWOOD HISTORY, SO THE NAME OF SCARLETT JOHANSSON'S CHARACTER IN THIS MONTH'S SCI-FI FILM GHOST IN THE SHELL IS PARTICULARLY APT: THE MAJOR

BY BROOKE HAUSER PHOTOGRAPHS BY TESH





Scarlett Johansson was presenting at the Oscars, walking the red carpet in an emerald Atelier Versace gown and a dramatic matching Swarovski necklace. But she was more concerned with another accessory. "I had to bring my breast pump, because I was nursing and every ounce is like liquid gold," says the actress, who had given birth to her daughter, Rose, five months earlier. After the ceremony, she reunited with it in the company of mutual friends Kelly Ripa and her husband, Mark Consuelos, but not for long.

"Somehow, Mark got ahold of my breast pump—in a bag with all the milk, ice packs in there, and shit. He grabbed it out of my hand," Johansson recalls. He was just trying to help, she explains, "but our cars got separated. Apparently, Kelly looked over, and she was like, 'Wait a minute—is that Scarlett's breast pump? We've got to get it back!' because she knew how panicked I would be. We finally ended up at the same party three hours later, and Mark was like, 'I'm so sorry.'"

Johansson, 32, laughs her throaty laugh and takes a sip of rooibos tea. Sitting with her in the Gotham Lounge at The Peninsula hotel in Manhattan, it's hard not to feel a sense of kinship. Minutes ago, I was pumping in the hotel bathroom—she told her story in solidarity. "It's very humbling," she says of motherhood. When I absentmindedly shift around my maternity bra, she asks, "How's your boobs? Are they square? That was always my favorite."

For someone who has spent the past several years playing a superhero in Marvel's Avengers franchises, Johansson is refreshingly human. "Sorry I look like such a hobo," she says. Having just wrapped a USO tour with stops in Turkey, Qatar, and Afghanistan, the actress arrives with a stuffy nose, wearing Levi's jeans, large-frame glasses, Adidas Superstars, and a Yankees cap. She looks more like your cool girlfriend than a movie-star goddess. But don't be fooled: She is the latter.

Besides being *Forbes*' top-grossing star of last year, with \$1.2 billion in global box-office sales, the biggest proof of her

power might be the freedom to lead the life she wants outside of Hollywood. The native New Yorker has been living part-time in Paris, the hometown of her husband, Romain Dauriac, an art dealer and curator she married in 2014. "Paris feels like home," Johansson says. "My husband's family is all there, so my daughter has her cousins. And she's bilingual, which is great." (The 2-year-old's first word was in English: "Wow.") It's also "so weird," adds the actress, who often finds herself lost in translation when Romain and Rose converse in French—"especially when you don't speak the language, and they're chatting about something. I'm like, 'I am hopeless."

Language barriers aside, Johansson has found unexpected ways to fit into Parisian culture. Inspired by her husband, whose "mind was blown" when he tried flavored popcorn for the first time, she recently opened Yummy Pop, which sells the American snack in the touristy Marais district. "I've always wanted to have a business in the food industry, but I have never wanted to deal with a restaurant or a bar," she says. She hopes to open another shop in her other favorite city, Tokyo.

She might be spending more time there soon. This month, Johansson stars in an adaptation of the hugely popular Japanese manga franchise *Ghost in the Shell*. She plays the Major, a cyberterrorism-fighting cyborg with no human organs except a brain. "I cast Scarlett because, out of all the actors of her generation, she has become the most iconic," says director Rupert Sanders. "She, more than anyone else, embodied the cult icon of the Major." Johansson immersed herself in the role, training herself to fire a full clip from an automatic weapon. "The military consultants couldn't believe anyone was capable of it, but Scarlett felt it was important for the character," Sanders says. "She is an incredible woman—one moment, she would be playing with her daughter in the trailer, and within minutes, she would be smashing guys around the head with a stun baton."

Johansson is aware of the controversy that her casting sparked among fans of the original manga series who felt that the role had been "whitewashed" and should have gone to an Asian actress instead. "To me, it was very much about a human experience," she says. "I certainly would never presume to play another race of person. Diversity is important in Hollywood, and I would never want to feel like I was playing a character that was offensive." She pauses. "Also, having a franchise with a female protagonist driving it is such a rare opportunity. Certainly, I feel the enormous pressure of that—the weight of such a big property on my shoulders."

Based on statistics from the website Box Office Mojo, Johansson is the highest-grossing actress in Hollywood history, thanks partly to her role as the Russian assassin Natasha Romanoff, aka the Black Widow, in five Avengers movies. While she's proud that her movies have earned over \$3 billion at the North American box office, she's also quick to point out an irony. "Just because I'm the top-grossing actress of all time does not mean I'm the highest-paid," says Johansson, who is in the middle of starting a production company so new, she's trying to copyright its name. "I've had to fight for everything

City of Love
THE ACTRESS LIVES
PART-TIME IN PARIS,
WHERE SHE OPENED
A POPCORN SHOP
CALLED YUMMY POP

DRESS, PRICE UPON REQUEST, DIOR; EARRINGS, PRICE UPON REQUEST, MESSIKA PARIS. ON HAIR: L'ORÉAL PARIS ADVANCED HAIRSTYLE AIR DRY IT UNDONE STYLE CREAM.



that I have. It's such a fickle and political industry. The numbers never add up. And people are grossly overpaid and underpaid and underestimated and pigeonholed and processed in all these different ways. It's kind of an intangible value that people have. What's the system exactly, and how bloated is somebody's salary or not?"

In the past, Johansson has been somewhat reluctant to discuss her personal experience with the wage gap in Like Hunter, Scarlett is passionate about politics. A vocal supporter of Planned Parenthood, she rejects the idea that celebrities should keep their mouths shut when it comes to big issues, mentioning an interview that Mark Wahlberg recently gave on the subject. "He was saying that celebrities should not voice their political opinions because they were all so out of touch. It seems so presumptuous of him," she says. "I believe the total opposite—that it's really important to hear

"OUT OF ALL THE ACTORS OF HER GENERATION, SCARLETT HAS BECOME THE MOST ICONIC." —DIRECTOR RUPERT SANDERS

Hollywood. "Some people felt I should talk about my personal struggle in order to shed a spotlight on this greater issue," she explains. "Maybe I'm being presumptuous, but I assumed it was obvious that women in all positions struggle for equality. It's always an uphill battle and a fight. My experience with my close female friends and family is that the struggle is real for everybody. Everyone has been discriminated against or harassed—sexism is real."

She brushes a strand of hair out of her eyes. "It's not that I don't want to be a part of the conversation, but sometimes the conversation feels self-serving. It's kind of isolating. You'll have somebody in a certain position make a comment about their 'struggle,' and it's totally unrelatable." The fact is, she adds, "Some of my male costars, I make more money than they do. Somebody like [Marvel costar Robert] Downey [Jr.], the disparity is huge. But ... people earn their dues in different ways."

And Johansson certainly has earned hers. The daughter of Melanie Sloan and Danish-born architect Karsten Johansson, who are now divorced, she grew up in the West Village, in New York City, with four siblings. She credits her mother, who was her manager until 2009, for influencing her tastes in music and film early on. Maybe it was all those formative years of listening to Leonard Cohen and watching Lauren Bacall movies, but with her naturally deep voice, Johansson evoked an old-soul quality on-screen that once prompted Robert Redford, who directed her in 1998's The Horse Whisperer, to call her "13 going on 30." It's also possible that if she seemed wise beyond her years, it was because she actually was, having endured some hard times with her family. "I was on public assistance until I was, probably, a teenager," she says. "We struggled until I became financially independent of my parents."

"I don't know if it's nature/nurture, but with this humble background, we were able to empathize and feel other people's emotions," says her fraternal twin brother, Hunter, a former field organizer for President Barack Obama. "I'm not an actor, but from my experience growing up with actors, you have to have empathy. You have to understand human experience and everything that comes with it. That's what makes Scarlett a great actor."

people in various positions of power voice their opinions, their story. Why not? Why can't I have the voice? Why can't I use my platform? What's the point of having it if you don't use it? If you don't want to get involved, please, the noise is loud enough. But if you've got something to say, say it."

At least in her private circle, almost no topic is off-limits. "With

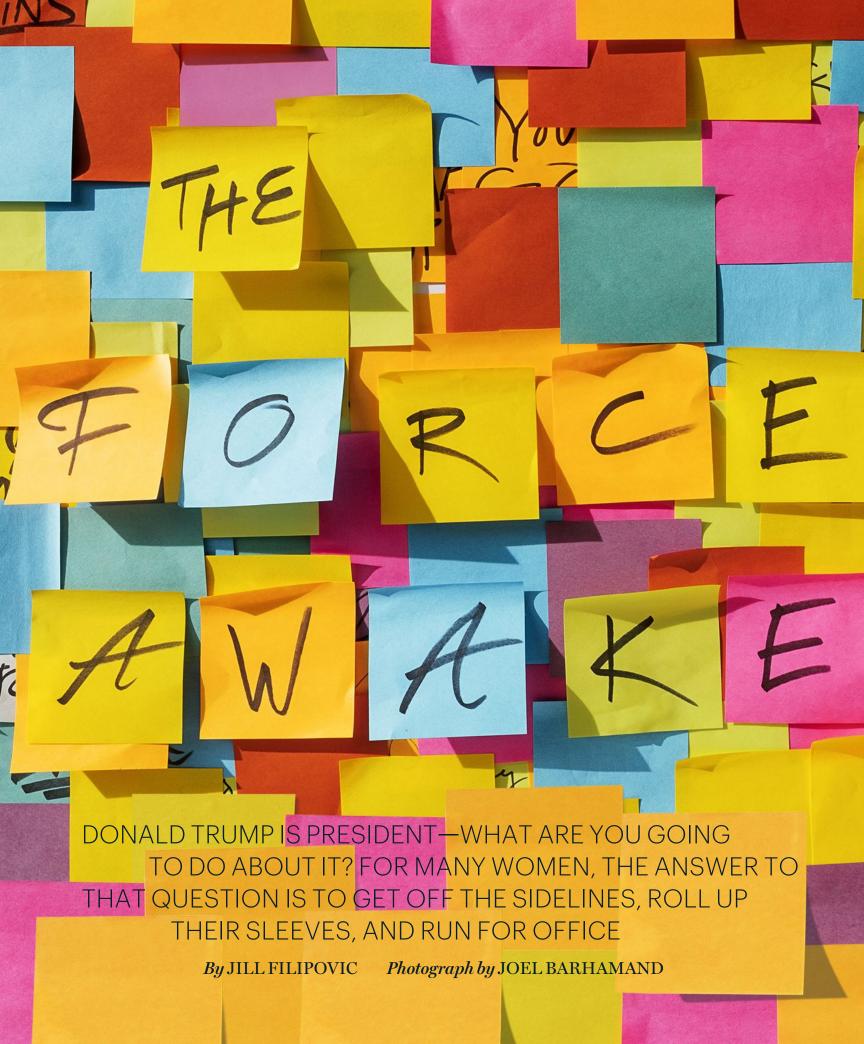
my girlfriends, I'll talk about anything," Johansson says. "I want to talk about what's happening with your vagina. I want to know why it hates you or whatever. I want to compare and contrast notes. I want to talk about sex and all that stuff." Not long ago, she went to a bachelorette party for her sister. "Oh, my God, my sister-in-law got these big penis cake tins. And I was like, 'I'm coming over to ice that thing!' I mixed up this flesh tone. Anyway, I wanted it to be kind of realistic-looking. It was disgusting. But, actually, it tasted delicious. I'm walking down the street with this penis cake, trying desperately to get a cab."

This girl's girl side of her isn't always apparent in Johansson's films, but it will be in full force in the June comedy *Rock That Body*. Along with Kate McKinnon, Zoë Kravitz, Ilana Glazer, and Jillian Bell, she plays one of five girlfriends who accidentally kill a stripper during a bachelorette-party weekend in Miami and who then must dispose of his body. "We shot some absolutely outrageous stuff," Johansson says, laughing. "It's kind of like the *Weekend at Bernie's* premise. This is not an original idea, but the girls in this film are incredibly ridiculous and talented comic geniuses."

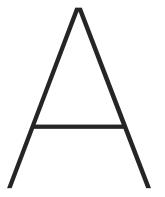
McKinnon, who plays Johansson's wacky Australian friend in the film, says, "She is very funny and has drily delivered, witty, absurdist observations about everything. I would like to do a scene with her where we're both cats. She is sort of feline, and people have told me that I'm feline as well. In real life, I'm obsessed with my cat. Anyway, I think if we were cats, and we were just talking about what was going on, the reality of our situation, that could be something."

Johansson hasn't shown her daughter any of her movies yet, though occasionally Rose will catch a glimpse of her on TV. "It's weird, because I know that she knows it's me. If *Captain America* or whatever is on, I'll go to the channel and I'm like, 'Look, who's that?' And she's like, 'Oh, that's Mommy.' I don't think she's allowed to see any of the movies I've made, other than *Sing*," she says, referring to the recent animated film in which she voices a porcupine teen rocker. "I'll be happy," she says with a sly smile, "when she's old enough to show her movies where I kicked some ass." **mc**









lex Lipman's political career started over a cocktail, a plate of gnocchi, and a sensation of cold fear at the prospect of a Donald Trump presidency. Coming down from the stress of exams, Lipman, a 30-year-old law student at DePaul University, was out to dinner with friends in late May when the conversation turned to the contentious presidential election. Trump was the presumptive Republican nominee, and stories of his unorthodox views and offensive behavior—his proposals to ban Muslim

immigration and to build a wall along the southern border, his comments denigrating women and suggesting Mexicans are rapists-had Lipman's dinner companions in a state of panic and dismay. "There was this overwhelming fear that rights across the board were about to be destroyed," Lipman recalls.

Before that dinner, politics interested Lipman but weren't an animating force in her life. "These policy conversations, conversations about representation, didn't really exist in my world before this cycle," she says. "I'm about to graduate, and I was trying to figure out what I was doing with my life." She's still planning to practice law at a firm, but when she took note of her peer group's anxiety about the election and their fresh interest in politics—as well as her own—she started crafting an addendum to her plan: She would run for a position as an alderwoman, the equivalent of a city council member, in her hometown of Chicago. Trump's victory in November solidified her decision.

It's an uphill battle: While Lipman is left-leaning, she will run as an independent in a city dominated by hierarchical Democratic politics. But she believes the unpredictable results of this last election demonstrate that she, too, can overcome the obstacles of funding, party backing, and playing by the political rules. "If I have the willpower and a decent enough message that constituents believe in and agree with, it doesn't matter if I have the money or the connections or if I'm fighting the Democratic machine here in Chicago," she says. Watching Hillary Clinton's near win and Bernie Sanders' insurgent campaign also gave her hope that both women and grassroots efforts can succeed. Trump made her angry, but fury is not what drove her to run. "It wasn't outrage," she says. "It was empowerment."

Lipman is one of a critical mass of women across the U.S. shocked into action by the 2016 presidential election—and, as a result, some are angling to get their names on a ballot in the coming years. Women are standing up in other ways, too: Building on a rich history of women taking to the streets to call for everything from the vote in the 1910s to equal rights in the '60s and reproductive rights in the '80s, in January, millions of women participated in the Women's March on Washington in D.C. and in cities all over the country and around the world to stand up for their rights. Organizations from Planned Parenthood to the American Civil Liberties Union (ACLU) are seeing influxes of donations-Planned Parenthood received some 80,000 donations in the days after the election, and at the ACLU, whose website crashed on November 9 from so much interest, donations were up 7,000 percent within a week of the election. But, according to groups that train and promote female candidates, what's unprecedented is the number of women throwing their hats into the political ring.

"On November 8 and in the wee hours of the morning of November 9, like 4 a.m., my phone was buzzing off the nightstand," says Diane Fink, executive director of Emerge Maryland, a Frederick County, Maryland-based organization that helps Democratic women run for office. "It was women saying, 'I want to do something." Emerge saw applications to its candidate training program double. "That was a shock," Fink says. "We expanded our class because of it." (Emerge typically caps its candidate training class at 15; this year, it went up to 23.)

At She Should Run, a nonpartisan organization in Washington, D.C., that also assists women considering entering politics, the response has been similarly



Union Square subway station covered in

Post-it messages of

hope and protest postelection; an anti-Trump

demonstration in NYC,

November 2016

overwhelming. "What we heard from women throughout the cycle is how disgusted they were about the discourse that was taking place around politics, and especially the misogyny we were seeing front and center," says Erin Loos Cutraro, the group's cofounder and CEO. "Since Election Day, we've seen over 4,500—and counting—women step up. To give you context, we usually see about 100 or so women come into She Should Run each month. It's quite remarkable."

On November 9, Lipman and millions of American women like her woke up to a new normal: a country where the president-elect is a man who has bragged about groping women, calls women who challenge him pigs and dogs, sexualizes and sometimes humiliates women he finds attractive, and who ran a campaign many found shockingly misogynistic. The difference between the percentage of men who voted for Trump and women who voted for Clinton was 24 points, the biggest gender gap in 44 years. And women of color rejected him especially forcefully: Just 8 percent of African-American women and 26 percent of Latina voters cast ballots for Trump. "There has been an awakening after this election, an awakening that we are now all living in a Donald Trump country," says Stephanie Schriock, president of Emily's List, which endorses and raises money to support pro-choice Democratic women. "And these women, particularly young women, realize they are the ones who are going to have to stop this. And they are rolling up their sleeves and saying, 'Put me to work." But no matter your party choice, "We need women involved and running—this needs to be about more than supporting or not supporting the president," says Lauren Leader Chivée, CEO and cofounder of All In Together, a nonpartisan women's organization that works to advance female leadership. "All In Together has always been committed to helping women of both parties do that, but it does feel like the response lately is, 'I get it now; tell me what to do and I'll do it."

Monica Weeks has her sleeves rolled up. "After the election, I was like, I have to do something. I can't not," says Weeks, a 29-year-old Cuban-American. "And it can't just be volunteering. It needs to be a real action." She and her husband have started talking about moving from their current home in Washington, D.C., back to Weeks' home state of Florida, where she feels more connected to the Cuban-American community and thinks she could make a bigger impact. That's their first priority for 2017: Make a plan, including sketching out a timeline, for Weeks' run for a local position in Miami. "It's really daunting to think about," Weeks says. "But for me, I see this as part of my civic duty. My way of giving back to

society is helping with women's rights."

Weeks works as a photographer and an interior designer, and while she has long supported women's rights, electoral politics have held much less appeal—some of her views don't fit into neat ideological boxes, and she values authenticity and the ability to speak her mind freely. "I thought I'd be more powerful and have my voice heard more outside of Congress, because I always thought I would have to compromise my values in order to be in politics," she says. "I love *House of Cards*, but it's like, *Oh, my God, do I have to be this terrible of a person to do well in politics?*"

This election changed that equation. She

watched women like Massachusetts Senator Elizabeth Warren and Nevada Democrat Lucy Flores, who lost her congressional bid, fight for what they cared about without selling out. "There are more badass women coming out and giving me more hope," Weeks says. She admires Clinton as well, she says, "but a lot of what inspired me to do this was fear and, frankly, anger."

She also thinks she's uniquely positioned to convince skeptical voters to support her and the policies for which she would advocate, including reproductive rights, education, and preserving the Affordable Care Act. "A lot of my family voted for Trump," Weeks says. "And I think what I bring is an empathy and an understanding of what 'those people' feel, but I'm also able to talk to them and say, 'This is why I think these policies are better for our community."

The forces driving many of the women who run are exactly what Weeks describes: a combination of anger at the election results, passion for the issues they care about most, and a deep dedication to the next generation. "A theme coming from women who are stepping up for the first time is outrage, not just at the direction this country is going, but also at the overall rhetoric and environment that we have created for women and for girls," says She Should Run's Loos Cutraro. "We have a lot of women with daughters or girls in their lives who want and expect their voices to be heard, and want to be a role model."

When she was still toying with the idea of running for alderwoman, a turning point for Lipman was watching an anti-Trump ad that showed women and girls looking in the mirror as clips of Trump play in the background. "I'd look her right in that fat ugly face of hers," he declares in one of them; in others, he says, "She ate like a pig," and evaluates women based on their breast size. Lipman choked up watching that ad, and even describing it months later and imagining what it must feel like for little girls to hear their president speak so contemptuously about women, her voice wavers. "It's not, 'Wow, you're a douche bag," she says. "It's, 'Wow, you are the face of the entire United States." Wherever she can, Lipman wants to counter that message and change the narrative.

According to Emerge Maryland's Fink, this is very much a female thing. "Women run because of a desire to make change, and something they see needs to be fixed," she says. "Men tend to run because of power."

Wanting to fix what's broken is Marion Johnson's story. The 29-year-old grew up in Charlotte, North Carolina, and now lives in Durham, where she works at the North Carolina Justice Center. "The issue that really got me 'radicalized' was the Black Lives Matter movement and police brutality," Johnson says. Trump's entire candidacy revolted her, but as a young African-American woman, she also didn't see Clinton as a candidate reflective of the full scope of her concerns. "In some ways, I did feel inspired by Clinton, and in other ways, I don't relate to her," Johnson says. "She is a woman and we went to the same undergrad [Wellesley], so there's that connection, but she's older, she's white, she's rich—so I felt like in so many ways I'm voting for someone who doesn't

know what it's like to be me. And then I realized that the only person who understands that is me, and so I should run for office."

Johnson is now considering running for city council or another local position where she can influence the policies that directly affect her neighbors—things like affordable housing and police accountability. In conversations with colleagues and friends, she's heard from other women who are thinking about running, too. "We're realizing that it's important to have somebody who understands our lives as women representing us," Johnson says. "And the best person for that job would be ourselves."

It's not just liberal women making this calculus. Aly Higgins, a 26-year-old Washington, D.C., resident originally from New Hampshire, says she had long toyed with the idea of running for office, but this past election was a turning point. "People are realizing that if they want to make a change, they have to step up and start seeking it," Higgins, a registered Republican, says. She adds that Trump's win was emboldening in the sense that "it showed you that anyone can do this." On election night, she waited for the results to come in at an event with Elise Stefanik, a 32-year-old Republican congresswoman from New York; watching a fellow Millennial woman who represents the issues Higgins also cares about—a strong national defense, a balanced budget, states' rights-pushed Higgins to really consider following in Stefanik's footsteps. "This year on both sides, there weren't enough women who ran, and Congress is not representative of our population," Higgins says. She's working with She Should Run and the Republican PAC RightNOW Women to figure out next steps. "It is so important that we have more women at the table."

he question political parties and women's organizations are now asking is how to sustain this energy. It's not just that many more women want to evolve into successful politicians; women who have no interest in running for office themselves are also giving money and volunteering to help put other women in positions of power, creating a wave of political sisterhood that could influence elections for years to come. "We've seen an incredible uptick in women and men, but mostly women, donating," says Schriock, of Emily's List.

"Over 60 percent were first-time donors."

According to Bob Bland, one of the organizers of the Women's March on Washington, "One of the reasons why I got into [organizing the march] in the first place was to help to make leadership more representative in this country. With equity in leadership, we will experience equity in society." Getting women out marching was just the first step; organizers are now trying to funnel women into the political pipeline, or at the very least keep them politically engaged in an environment where many women find politics offensive and taxing.

Both the Democratic and Republican Parties say they want to cultivate a new generation of leaders. But young women interested in political careers, or even involvement, are at a greater disadvantage. They're saddled with all of the usual reasons women don't run for office—a lack of confidence in their own skills and their ability to raise money, fear that their private lives will be put under a microscope or that they will be scrutinized for their looks, as well as an absence of institutional support and political connections—plus the reality that women under 35 are in the busy stages of building their lives. Focusing on their careers, getting married, and raising children doesn't leave much time, let alone money, for campaigning.

For Amanda Litman, a 27-year-old self-described "campaign hack" in New York (she was the Clinton campaign's e-mail director), the Democratic Party's sluggishness in investing in young people after the

election has been particularly infuriating, especially given the current vacuum in Democratic leadership. Despite the fact that Millennial voters trend left, many of the most prominent progressive figures—Elizabeth Warren, Bernie Sanders, Hillary Clinton—are all grandparents over age 65. "Right after Election Day, there was a lot of conversation about the future of the Democrats," she says. "Part of that conversation included building the next generation of talent"—but it didn't go anywhere, and party higher-ups quickly moved on to other matters. "I started thinking, The party is in shambles, there's no leadership, they're rebuilding infrastructure, and there is no outside group that exists to support people under the age of 35 to run for office." So she decided to start one.

The first problem to address, Litman says, is that the way the party recruits is backward: "They focus on the seat first and ask, 'Who do we know we could get to run?' And that limits them to the people they know, who tend to be old white dudes." Campaigns are expensive and often turn into full-time jobs, which is why so many candidates are older and retired, or lawyers whose firms will keep them on the payroll.

To counter that, Litman's group, which is still in the process of starting up, would meet young people where they're at, through ads on Facebook and social media, and cultivate political talent where it resides, then channel those candidates into competitive races. It would fundraise and financially support young candidates. And it would offer a fellowship program providing contenders with a monthly stipend to cover expenses while they're out of work, on the campaign trail. When she tweeted about her idea, she says she received "an avalanche of responses." It's not that young people aren't interested in the electoral process; it's that people at the top of the organized party structures have too often seen Millennials as a voting block, not as potential leaders.

But as much as she believes a Trump presidency will be a catastrophe, his unlikely rise rewrote the political playbook. "The usual path to politics has been blown to smithereens," Litman says. "This is a chance for young women and young people broadly to do their own thing. It's terrifying, but also freeing."

Alex Lipman, who is planning her run for alderwoman in Chicago, is already taking advantage of this new political landscape. She has a website, is learning about how to fundraise, and is honing her campaign pitch. The election isn't until 2019—"But," she says, "I'm ready to go." **mC**







ou've seen people taking polar bear plunges, but what Johanna Nordblad does is far more challenging, more graceful, more ... *brisk*. This is no quick winter dip, but a descent into the depths below the frozen surface-and just another day for the world-record holder in free diving under ice (that is, with nothing but a swimsuit and a deep breath).

"In the very first seconds when I go under, the feeling changes dramatically from 'I'm freezing' to total relaxation," says Nordblad, 41, a graphic designer who lives in Helsinki with her teenage son. "I'm in a totally different world. The light through the ice is something I could watch endlessly. It's so peaceful and quiet and beautiful."

She might never have taken up the sport had it not been for an accident in another. In 2010, she was downhill biking on a muddy track when she fell, breaking her left leg so severely that doctors thought they might have to amputate. It took a year and a half of rehab for her to be able to walk without crutches, but the pain continued, so she tried cold-water therapy in 2013. Nordblad learned to love the frigid temperatures, and her free-diving hobby turned into free diving under ice, practicing in the Baltic Sea as well as her choice of 200,000 Finnish lakes. (She still free dives in warmer waters and would like to go down Dean's Blue Hole, one of the world's deepest water-filled sinkholes, in the Bahamas.)

This month, she's looking to break her 50-meter world record—when she held her breath for more than two and a half minutes swimming from one ice hole to another (in warm water, she can hold her breath for more than six and a half minutes)—at an event she's helping organize, and one day, the men's record of 76.2 meters.

Despite the physical shock of getting into the water, sometimes that's the least of it. "The weather might be -30 degrees [-22°F], so the water at 4 degrees [40°F] feels quite warm!" Nordblad says. "The worst part is if I have to take the suit off outside of the water." And when she's back on land, her favorite way to warm up? How else—it's Finland: land of the sauna. $-Riza\ Cruz$

Free diver Johanna Nordblad under the ice at Sonnanen lake, near Heinola, Finland, 2016

"IFOUGHT THE

FROMTHE

As a U.S. Air Force helicopter pilot, Captain Mary Jennings Hegar was tasked with rescuing injured soldiers. On one such mission in Kandahar Province,
Afghanistan, she and her crew suddenly found themselves battling enemy fire while trying to make their daring airborne escape

An aerial view of Kandahar Province, Afghanistan, where Mary Jennings Hegar and her crew conducted their July 29, 2009, searchand-rescue mission On July 29, 2009, military helicopter pilot Mary Jennings Hegar was on her third tour in Afghanistan when, during a medevac mission, she found herself under attack in enemy territory. In this exclusive excerpt from her forthcoming memoir, she tells her story for the first time.

s copilot of our Pave Hawk, Pedro 15, I was checking the radios and aligning the navigation system with the GPS satellites on the taxiway at Kandahar Airfield in Afghanistan. Then I saw our pilot, George, and the team jogging toward me on the hot tarmac. When George reached the aircraft, he flung a piece of paper across the seat. The mission sheet said we were on our way to rescue three critically injured American soldiers whose convoy had hit an IED (improvised explosive device) complex ambush 25 minutes out from Kandahar. Steve, our flight engineer, and our gunner, TJ, jumped

in the back and put on their helmets before three PJs (pararescue jumpers) climbed on board, with all their gear laced into the webbing of their body armor, and assault rifles pinned to their chests. The PJs are the most unsung heroes of war. Besides making the medical decisions, they take charge in the unlikely event that we end up in ground combat.

After we flew north over the hills, the landscape started to turn green—a seemingly pretty change from the dusty dry brown that surrounds the base and most of central Kandahar. Behind us was our sister ship, Pedro 16, which, like us, carried a handful of PJs and a crew of four. If one helicopter were to go down, the other should be able to rescue the second crew and the patients. Pedro 15 was lead ship, meaning Pedro 16 would cover us with its door guns while we got the wounded out.

The radio traffic from two Army choppers supporting the hobbled convoy from the air was reporting that the firefight we were heading into was over, at least for the moment.

The Army choppers were OH-58s, Kiowa Warriors—nimble two-pilot helicopters with a giant bug's eye of a surveillance camera sitting on top of the rotors, and rocket launchers above one skid (landing gear) and a large-caliber machine gun over the other. It sounded like the Kiowas had

pushed back the Taliban enough that we could grab the wounded without taking too much fire.

I got on the radio to Shamus 34, one of the Kiowas: "Shamus three four, Pedro copies."

There was silence. Our sister ship broke through the static: "Pedro one five, did you catch that? Shamus three four reported they have suppressed the threat to the convoy for now, but there may still be enemy forces to the south."

I was confused, but very quickly it dawned on us: No one had heard our reply. Our own radio jammers, put in place to scramble the enemy's communication efforts, sometimes left our aircraft deaf and dumb. Now we'd have to relay all our communication through our sister ship. And when you're flying into hot enemy territory, it's not really the best time to play "telephone."

Before I could worry much about the radios, the broken-down convoy appeared in the valley below us. The line of drab U.S. Army trucks looked like a toy train, blocked in by a scorched crater. Taliban gunmen hiding in the village to the south had the whole squad pinned down.

"Pedro one six. One five in the blind. We're coming right two seven zero landing north of the convoy," reported George, telling our sister ship we would be doing a right turn all the way around to face west.

George didn't know if our sister ship could hear him, but going "in the blind" meant that he would continue to transmit just in case Pedro 16 could. He was going to swing around in a horseshoe pattern and land to the right of the convoy, putting the reported enemy activity to the south, out our left door. That way, the armored trucks between us and the enemy guns would provide cover for the PJs and the wounded while we loaded up the helicopter. We'd drop in so two of the three PJs could jump off. Then we'd head back above the ridgeline, allowing the PJs to work on the wounded without having to scream over our rotor wash. When they were ready, they'd call the third PJ, still on board our aircraft, on their inter-team radio to bring us back.

Just 40 feet before impact, George suddenly pulled the nose up, flying alongside the convoy, rotors pitched back like a falcon pumping its wings to land in a treetop. The PJs jumped out and ran toward the convoy.

Then I heard a crack like a baseball bat hitting a home run, and our windshield shattered right in front of my eyes. My arm felt warm and wet, but I was thinking only about the wrecked windshield. Our maintainers had spent hours replacing it the day before. All their work was ruined now. One look at George's horrified face reeled me back to the present. His lips moved, and the whole crew was shouting at me over the intercom, but for an instant all I could hear was the high whine of the engine and the deep comforting thunder of the rotor blades. I followed George's gaze to the blood spreading over my exposed arm and the leg of my flight suit. I had the strangest split-second moment of relief that I had tied my sleeves around my waist in an attempt not to overheat. Now I wouldn't have to patch a bullet hole in the arm of my uniform.

"I'm hit, but ... I can still fly," I told them.

"Are you really OK?" There were four voices shouting all at once in my headset. George pulled the helicopter up in the air and out of rifle range as the PJ team lead squeezed over the console to look at my injuries. Shrapnel peppered my right forearm and right thigh. The arm wounds were superficial. I couldn't see the leg wound, but the bloodstain grew from the

The pain wouldn't slow me down, certainly not today. The only thing to worry about now was figuring out how to get the hell out of there.

size of a grapefruit to the size of a basketball. After a few minutes, the stain stopped spreading, and I began to breathe easier. I'd never been shot before, but I'd flown so many injured troops that I could tell a serious wound from a paper cut. No reason to call off the mission.

In the back, TJ was doing just that. "I repeat ... Pedro one five copilot hit ... We're RTB ..." *Return to base!*

"Gunner—hold that," I said. They were all looking at me in disbelief.
"Look, guys, I swear!" I reached my arm up over my head and moved it side to side. "I have full range of motion, and my leg has already stopped bleeding. We've got three cat-A soldiers down there. Let's get back to it."

Category A meant urgent, and I wasn't going to be the reason the soldiers on the ground bled out. George began to turn the aircraft back toward the convoy. Steve broke in, telling us to enable the contingency power switch, which would give us extra power if we needed it but is used only in dire circumstances, as it can burn up your engines if you're not careful. I flipped it on.

Right on time, one of our PJs on the ground broke in over the radio: "Pedro one five, Guardian's ready for pickup."

Then the headset crackled: "Pedro one five, one six ... bent gun." Shit, our sister ship was telling us it had a broken gun and would be able to support us out of only one side of the bird. The only thing worse than returning to the scene where you got shot is doing it when your support ship can't fire one of its guns to defend you.

"Roger. Grinder." George, cool as a cucumber, was calling for the two ships to switch roles. Protocol states that if your support ship is impaired, you become the support ship.

"Negative. We don't have the power," came the reply from command in Pedro 16, fast and a little frantic. "We're too heavy. We can't do it."

George and I exchanged a silent glance. It was true that it was a lot of extra weight to ask Pedro 16 to lift with three patients, our two PJs, plus their own full crew, but there are always fixes to unforeseen problems. The easiest solution was for them to dump some fuel, then reroute after the pickup to a nearby refueling point. He's lost his nerve, I thought to myself. George nodded like he could read my mind. All of us who had done tours in Afghanistan had seen someone lose their courage. There was no coming back from that. Now we'd have to stay lead. At least the Kiowa Warriors had hung around. Their pods were about half full of rockets, which would give us some extra cover.

As our wheels touched down, heavy slugs from enemy machine guns began to hit us hard, beating out a steady rhythm into our eight-ton aircraft, now rocking like a little rowboat on the ocean. I could feel more than hear the big rounds slamming into us. They shook my insides. The row of armored trucks gave us little protection from the barrage.

It was clear that the enemy had been planning this attack in the hopes of taking down a rescue helicopter. Insurgents were dug into the high ground with weapons aimed at the landing site. They had concealed their position to the extent that our cover ships could not determine a point of origin for the fire we were taking. We were on our own. TJ couldn't spot the enemy machine gun, either, and he could hardly open fire while our patients were being loaded in. Not to mention, his gun was designed to fire down, not up.

Once the wounded soldiers were loaded, I gave George the thumbsup. We barely had enough power to clear the terrain ahead of us, but thanks to Steve, we had engaged our contingency power switch on the way in. He had known that when we went back in, we'd be facing a firefight. That decision was saving our lives.

Seconds after takeoff, Steve said something that turned my blood cold: "We've got fuel back here ..." From the smell, I knew he meant that it was spewing into the cabin. The two gas tanks in a Pave Hawk are heavily armored, so the Taliban's machine-gun rounds must have hit the tiny fuel line. Each tank fed one of the jet engines, so now one of them was running on fumes. With our load, one engine wouldn't be able to keep us aloft. I instinctively threw the fuel selector into cross-feed, buying us a few minutes as the left engine started receiving fuel from the right tank. The needle for the right tank, now feeding both engines, was moving toward empty far too quickly. There was only one option left.

"We need to land."

"We're RTB," George replied. He didn't know about the empty tanks.

"We're not going to make it back to Kandahar," I stated. "We're pissing gas. We have to land, or we're going to crash."

He immediately pointed out a rocky spot where he planned to drop the helicopter. It was the right call. Harder to put land mines under rocks than sand. An eerie hush came over us as he dove toward the rocky terrain. Everyone did his or her part to prepare, but very soon there was nothing left to do except hold on tight.

We were without hydraulic assistance to the controls as George guided us down—I could feel the strain through my seat, like driving an 18-wheeler with no power steering. As we touched down, far faster than usual, we could hear the crunch on impact. I felt a jarring crack in the middle of my back, but the pain wouldn't slow me down,

certainly not today. The only thing to worry about now was figuring out how to get the hell out of there.

t was our new reality: IEDs on the ground everywhere, no perimeter security, hills around us full of Taliban. I knew I'd fight to the death—far better that than being captured and marched through enemy territory with a bag over my head. I grabbed my rifle and slid down to the rock-strewn terrain. After three tours in Afghanistan flying into countless combat zones, this was the first time I'd ever stepped outside the wire of an air base, on the ground in enemy territory. It was a dangerous place to be—circled around a fuel-soaked, flightless bird, as TJ transmitted our location over an emergency radio channel. "Mayday. Mayday ... Pedro one five exfiltration."

Our sister ship showed no signs of being willing to land. The whole point of traveling in twos is so that one ship can rescue the other in an emergency situation. Pedro 16 had already declined to get our patients owing to fears about weight; now we were asking them to lift even more.

Then the shooting started in earnest. Taliban fighters had zeroed in, and bullets were zipping across the rocks around us. Despite the shots coming from all different directions, no one on our team had fired a weapon yet. Our rules of engagement said we needed positive identification. In this case, the rules made perfect sense. We might have let off some frustration firing wildly at the hills, only to waste ammunition we sorely needed to save for when the Taliban came for us in person. Without a clear point of origin for the enemy gunfire, there was no use in pulling the trigger, and we couldn't risk endangering possible civilians. The helicopters overhead couldn't see, either—there were too many crags and caves up the hillside giving our enemy great cover.

Just then, the radio crackled on the emergency channel. "Pedro one five, Shamus three four." It was one of the Army Kiowas. "Be advised we're RTB for refuel and rearm."

Goddamn it—they're leaving us, too? Without air cover, the Taliban would overrun our little team within minutes. The Kiowa's rockets were the only thing keeping the enemy at bay. The Kiowa pilot had to know that, because what he said next was crazy: "If you can move your asses—fast—we'll swing by you first and take you out on our skids."

This was Afghanistan, not Hollywood. Kiowas do not land on the battlefield, and they do not carry pilots on their skids. Kiowas don't have extra seats, and they don't have enough power to handle the extra weight of passengers, especially not in extreme heat.

"Negative—there's too many of us—and we've got three patients."
"Copy that, Pedro one five," the Kiowa pilot said. "We'll have Pedro one six land to get your patients and PJs."

Finally. The Kiowas would take four aircrew out on their skids first, and the rest would go with Pedro 16. This might just work.

"Aircrew out first," we heard. "MJ—you and the gunner jump on the first Kiowa."

As much as I hated to leave my team behind, the sight of those two elegant Army choppers fluttering down to get us made me swoon. It was the most beautiful thing I had ever seen. I turned to a PJ lead and started stripping ammo magazines and water out of my survival vest. He needed it now more than I did. I kept one magazine in case we had to make another unscheduled "landing." The other PJ clipped a lanyard into my belt with a carabiner so I could latch myself to the Kiowa's skid.

Despite my wounds, I wasn't feeling any pain, just adrenaline coursing through my body. TJ and I hunched under the spinning rotor blades and headed for opposite skids to keep the bird balanced.

I looped my lanyard around the rocket pod mount, clipped it back into my belt, and slapped the fuselage twice to say go, but the pilot was already beginning to lift the aircraft. Even a fearless chopper pilot like



Buschor, 2005; fighting California

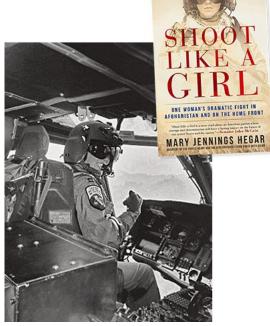
wildfires, 2008:

the cover of her new book; the crews of Pedro

15 and Pedro 16

2009; an OH-58

Kiowa helicopter



him didn't want to stay more than a moment down here. I heard the difference in the rotors as the Kiowa struggled under the extra weight of two passengers it wasn't designed to carry.

Then all of my Christmases came at once. A tiny flame of light caught my attention from about 70 yards behind the crashed aircraft. Looking down the sight of my rifle, braced across the rocket pod, I watched a Taliban fighter's muzzle flash, then flash again.

Point of origin! I finally had something to shoot at and managed to squeeze off a dozen rounds as we lifted off. I doubted my shots could be lethal or even accurate at this range. All I could hope for was to get the enemy to duck to give us enough time to take off. If I kicked up enough dust, there was a chance the others might be able to see where my shots were aimed so they could identify a point of origin for their own weapons. Then I had a thought that chilled me to the bone. The fact that I could finally see muzzle flashes might mean the Taliban, emboldened by the exfiltration attempt, had abandoned their dug-in position to move in and finish off the rest of our rescue team on the ground.

Twenty minutes later, which felt like hours, the Kiowa dropped us off at a forward operating base called Frontenac. I had only one thing on my mind: the fate of those I'd left behind. Before the skids even touched the runway, I unhooked and jumped off. I marched from the landing zone onto the base, barely registering the horrified looks of the other soldiers milling around. I must have been a sight in my fuel-soaked body armor, blood crusted along my arm and down my leg, rifle at the ready, helmet still on. A soldier stepped into my path.

"Move! I've got to get to the TOC," I demanded. I was aiming for the tactical operations center, where satellite feeds and radios would tell me if our team had survived.

"Captain ... Captain, sir, I have to check out these wounds. I can't let you go until I take a look," the medic insisted.

I ignored the "sir" and kept walking, but he continued to shuffle backward in front of me and TJ. Without breaking stride, I switched my rifle to my left hand and showed him my right arm.

"See? I'm fine. Little shrapnel, but it's small, and I can get it out later."

"OK," he persisted, "but I'm going to have to take a look at that leg,"

Exasperated, I stopped. If the medic was going to get in my way, he'd better make it quick. I dropped my pants right there in the middle of the yard. A dozen or so soldiers had been watching, but until that moment, I'm not sure they noticed I was a woman under all of that body armor and helmet. Now they stared openly—at my Hello Kitty panties.

TJ stepped up to the nearest soldier and nearly blew him down, "What the FUCK are YOU looking at?"

All of the men snapped out of their stasis and urgently rediscovered whatever activities they had been doing. The medic dropped to his knees, seizing his chance to look at my leg wound.

"OK-no more bleeding. You're good to go ... ma'am."

I reached the plywood door to the TOC and threw it open.

"How can we help you, ma'am?" said the soldier closest to the door.

"I'm Pedro one five, and I need to know the status of my patients and remaining crew."

The door squealed again as George walked in behind us. He'd arrived on the other Kiowa skid and looked as anxious as I felt.

"Hey, did Steve and our PJs get out OK?" George asked.

A captain whose uniform looked a little too clean stood up from behind his plywood desk.

"Everyone," he said, "made it." mc

Editor's note: By shooting at the enemy from the Kiowa's skid, Hegar allowed the helicopter and its crew and passengers to escape. Her actions earned her the Distinguished Flying Cross with Valor Device, making her only the second woman in history to receive the medal, and the Purple Heart. In 2012, she sued the Department of Defense, asserting that the combat exclusion policy banning women from serving in combat was unconstitutional; in 2013, then Secretary of Defense Leon Panetta lifted the ban. In 2016, the U.S. Army, Navy, Air Force, and Marines opened up more than 200,000 combat-related positions to women.

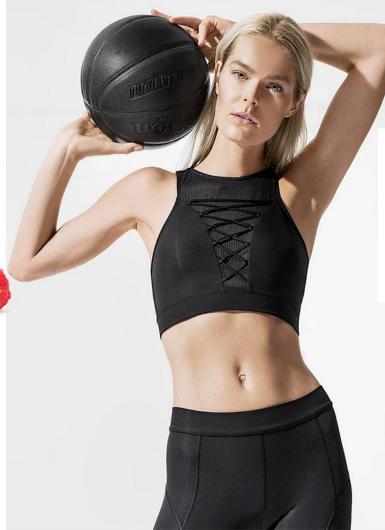
From Shoot Like a Girl: One Woman's Dramatic Fight in Afghanistan and on the Home Front, by Mary Jennings Hegar, to be published on March 7, 2017, by New American Library, an imprint of Penguin Publishing Group, a division of Penguin Random House LLC. Copyright © 2017 by Mary Jennings Hegar.



SHAKE IT UP

Juice Generation, our go-to smoothie spot, is joining the ranks of healthy delivery services. BIY (Blend It Yourself) makes your morning easy by providing preportioned ingredients so you can make your own concoction at home.

JUICE GENERATION BIY Blend It Yourself service, from \$7 per smoothie (sold in packs of six); juicegeneration.com.



Modern Luxury

Fine Lines

This month, we're all about fashion designer Jonathan Simkhai's athletic wear collaboration with Carbon 38because who wouldn't want to hit the gym in a crop top and leggings that would make Catwoman jealous? JONATHAN SIMKHAI X CARBON 38 Capsule

Collection, from \$125; carbon38.com



FLASH GURU

HEATHER ANDERSEN

Who: Founder of New York Pilates, in NYC.

Travel necessity: "I always fly with a kit of peppermint, lavender, and tea tree essential oils. They're all antimicrobial and can be used to alleviate sore muscles, and to relax or invigorate you; they can even double as natural deodorant."

Food fetish: "I can't live without my microgreensthey're so delicious and are great for digestion."

Favorite move: "Most of us sit at desks all day, which can cause hip problems. Doing pelvic bridges helps loosen up those joints and muscles. Plus, it's the best move to tighten your tush!"

Taking the edge off: "If I'm feeling stressed, I'll take some GABA supplements—the amino acid really helps calm my mind throughout the day."

Key advice: "Be gentle with how you speak to yourself and how you treat your body."

HEALTH

THE LATEST IN FITNESS, NUTRITION, AND MORE By CLAIRE FONTANETTA



HAVING A MOMENT STREAMLINED **SUPPLEMENTS**

You head to the vitamin aisle, eager to start a new healthy routine, only to realize you have no idea where to begin—we've all been there. Luckily, three brands are now making it easier to know what's what: Perricone MD's range is conveniently concern-based (such as Skin, Digestion, Travel, and Metabolism Boosters); Ritual's Essential for Women daily vitamin has everything you need-D3, B12, iron, magnesium, omega-3, and more-condensed into just one capsule; and newcomer Care/of creates personalized vitamin packs based on a short online survey.

Women daily vitamin, \$30

price varies; takecareof.com

per month: ritual.com. 3. CARE/OF supplements,

for information.



High Times

With legal marijuana use on the rise, it's time to get turned on to the plant's unsung ĥero: CBD (cannabidiol) oil. The hemp extract,

which recent studies have shown may help ease anxiety and epilepsy symptoms, is taking center stage in Sakara's new chocolates. They won't get you stoned, but they might quell the Sunday scaries and your sweet tooth.

SAKARA Rest + Relax Hemp Chocolates, \$39; amazon.com.





1. DRESS \$199, H&M Studio; hm.com. 2. HARNESS \$355, The Kooples; (212) 219-0515. 3. SHOES \$228, DKNY; dkny.com for stores. 4. NECKLACE \$895, John Hardy; johnhardy.com. 5. TOP \$99, Vince Camuto; nordstrom.com. 6. SHOES \$1,250, Roger Vivier; (212) 861-5371. 7. EARRINGS \$239, Thomas Sabo; thomassabo.com. 8. BAG \$2,325, Versace; usversace.com. 9. DRESS \$89, Kensie at Lord & Taylor; (212) 391-3344. 10. BOOTS \$2,450, Ellery; modaoperandi.com for similar styles. 11. BAG \$600, Sonia Rykiel; (212) 396-3060. 12. RINGS \$650 each, David Yurman; (212) 343-7918. 13. BRACELET \$4,840, Simon J. sewery; simongjewelry.com for stores. 14. JACKET \$1,960, Golden Goose Deluxe Brand; goldengoosedeluxebrand.com. 15. TOP \$325, Sandro; us.sandro-paris.com. 16. WATCH \$3,175, Hermês; hermes.com for stores.



SHOPPING DIRECTORY

BLACK DRESS COVER Dress, price upon request, Gucci; gucci.com for stores. **Earrings**, Johansson's own

WHITE DRESS COVER Dress, price upon request, Dior; (800) 929-DIOR. Earrings, price upon request, Messika Paris at London Jewelers; (212) 381-9455.

BLACK TOP INSIDE COVER Top, \$4,645, Skirt, \$1,095, Dolce & Gabbana; (877) 70-DG-USA. T Earrings, \$4,800, Tiffany & Co.; (800) 843-3269. All Other Earrings, Johansson's own.

To get the cover look, try Dior Diorskin Forever & Ever Wear Primer, Dior Addict Lip Sugar Scrub, Rouge Dior Lipstick #999 Matte, Diorshow Maximizer 3D, Diorshow Mascara in Pro Black, and Dior Capture Totale Dreamskin Advanced. For the hair look, try L'Oréal Paris EverSleek Keratin Caring Shampoo & Conditioner, Advanced Hairstyle Blow Dry It Thermal Smoother Cream, Advanced Hairstyle Air Dry It Wave Swept Spray, Advanced Hairstyle Air Dry It Undone Style Cream, and Advanced Hairstyle Air Dry It Ruffled Body Mousse.

BEAUTY Almay, almay.com; Aveda, aveda.com; BareMinerals, bareminerals.com; Benefit Cosmetics, benefitcosmetics.com; Bioré, amazon.com; Bobbi Brown, bobbibrowncosmetics.com; Cartier, cartier. com; Catwalk by TIGI, tigihaircare.com for salons; Caudalie, caudalie.com; Chanel, chanel.com; Charlotte Tilbury, charlottetilbury.com; Christian Louboutin, christianlouboutin.com; Clinique, clinique.com; CoverGirl, drugstores nationwide; Decléor, decleorusa. com; Deconstructing Eden, etsy.com; Dior, dior.com; Dove, dove.com; ELF, elfcosmetics.com; EO Products, eoproducts.com; Essie, essie.com; Estée Edit, sephora com; Garnier, garnierusa.com; Givenchy, barneys. com; GlamGlow, glamglow.com; Glossier, glossier.com; H2O+ Beauty, h2oplus.com; Haus of Gloi, hausofgloi. com; Holy Snails, holysnails.com; Hugo Boss, dillards. com; Jimmy Choo, macys.com; Jo Malone, jomalone. com; Juicy Couture, macys.com; Kérastase, kerastaseusa.com; Kjaer Weis, net-a-porter.com; KMS, salons nationwide; L'Occitane, usa.loccitane.com; L'Oréal Paris, lorealparisusa.com; La Mer, lamer.com; Lancôme, lancome-usa.com; Laura Mercier, lauramercier.com Lipstick Queen, lipstickqueen.com; Loma, lomaforhair.com; Lorac, ulta.com; MAC Cosmetics, maccosmetics com; Make Up For Ever, makeupforever.com; Marc Jacobs, sephora.com; Maybelline New York, maybelline. com; Milk Makeup, milkmakeup.com; Moroccanoil, moroccanoil.com; Narciso Rodriguez, macys.com; Nars, narscosmetics.com; Nest, sephora.com; Neutrogena, neutrogena.com; NYX, nyxcosmetics. com; Ole Henriksen, sephora.com; OPI, ulta.com; Oribe, oribe.com; Origins, origins.com; Pantene, drugstores nationwide; Redken, ulta.com; Revlon, revion.com; RMS Beauty, rmsbeauty.com; Sebastian Professional, sebastian professional com for salons; Sephora Collection, sephora.com; Shiseido, shiseido com; SkinCeuticals, skinceuticals.com; SkinMedica, skinmedica.com for locations; Smashbox, smashbox. com; Suave Professionals, walmart.com; Sunday Riley, sephora.com; Tresemmé, drugstores nationwide; Uma, umaoils.com; Urban Decay, urbandecay.com; Victoria's Secret, victoriassecret.com; Vince Camuto, macys.com; Wet N Wild, wetnwildbeauty.com; Yves Saint Laurent,

TOUR DE FACE 194: Jennifer Behr **Tiara**, jenniferbehr. com. 196: Alix **Bodysuit** at Kith Miami, kith.com for information. 197: Ralph Lauren Collection **Sweater**, ralphlauren.com. Cartier **Bracelets**, (800) CARTIER. Chanel Fine Jewelry **Ring**, (800) 550-0005.

198: Burberry Coat, burberry.com. Saint Laurent Scarf, ysl.com. 199: Michael Kors Collection Sweater, (866) 709-KORS.

LAB OF LUXURY 218: Simone Rocha Dress, Gloves & Boots, simonerocha.com for stores. David Samuel Menkes Leather Necklace, (212) 989-3706. Tiffany & Co. Diamond Necklace, (800) 843-3269. B-Low the Belt Belt, b-lowthebelt.com, 219: Alberta Ferretti Top. albertaferretti.com for stores. Chrishabana **Nose Ring**, chrishabanajewelry.com. Ambush x Sacai Necklace, sacai.jp for information. 220: Dior Jacket, (800) 929-DIOR. Chrome Hearts Safety-Pin Brooch, (212) 794-3100. 221: MSGM **Dress**, msgm.it for stores. Rodarte **Skirt**, rodarte.net for stores. Alexander Wang **Necklace**, (212) 977-9683. The Leather Man Harness, (212) 243-5339. Perrin Paris **Gloves**, (212) 585-1893. Emilio Cavallini Tights, emiliocavallini.com. Trash and Vaudeville Boots, (212) 982-3590. 222: Rodarte Coat & Skirt, rodarte. net for stores. Nº21 Dress, numeroventuno.com. Chanel Watch, (800) 550-0005. Trash and Vaudeville Boots, (212) 982-3590. 224: Delpozo Jacket & Pants modaoperandi.com for similar styles. Studmuffin Vest, patriciafield.com. Chrome Hearts Bracelets, (212) 794-3100. 226: Stella McCartney Dress, (310) 273-7051. Chrome Hearts Leather Chokers, Cross Pendant & Chain, (212) 794-3100. Cartier Chain Necklace, (800) CARTIER. De Grisogono Watch, (212) 439-4220 227: Diesel Top, shop.diesel.com. Mikhael Kale Skirt, mikhaelkale.com for information. Chrishabana Nose Ring, Pearl-and-Silver Rings & Silver Hinge Ring, chrishabanajewelry.com. David Samuel Menkes Choker, (212) 989-3706. Erickson Beamon Safety-Pin Necklace, ericksonbeamon.com. 228: Céline Dress, (212) 535 3703. Chrome Hearts Choker, (212) 794-3100. Cartier Necklace & Diamond Rings, (800) CARTIER. Zana Bayne Belt, zanabayne.com. David Samuel Menkes Bracelet, (212) 989-3706. De Grisogono Black-Onyx-and-Diamond Ring, (212) 439-4220. Emilio Cavallini Tights, emiliocavallini.com. Gucci Shoes, gucci.com for stores. 229: Jacquemus **Top & Pants**, jacquemus. com/laboutique. Preen by Thornton Bregazzi Socks, preenbythorntonbregazzi.com.

ALL SYSTEMS GO 230: Chanel Bag, (800) 550-0005. 231: Givenchy by Riccardo Tisci Bag; neimanmarcus. com for stores. 232: Prada Bag, prada.com for stores. 233: Céline Bag, (212) 535-3703. 234: Emporio Armani Bag, (212) 207-1902. 235: Louis Vuitton Bag, (866) VUITTON.

REVOLUTION ROAD 236–237: Coach 1941 Jacket, Vest, Top, Skirt, Earring, Chain Bracelet, Shoes, Studded Chain-Handle Bag, Patchwork Bag with Padlock, Scarves & Pendant, coach.com for similar styles. David Yurman Dog Tag, Chain, Wide Leather Bracelet, Thin Leather Bracelet, Steel-and-Silver Cuff & Black-Diamond Ring, (212) 752-4255. Cartier Silver Bracelet & Silver Ring, (800) CARTIER. Emilio Cavallini Tights, emiliocavallini.com. Longchamp Large Bag, longchamp.com. 238: Alexander McQueen Cropped Vest, Top, Skirt, Pants, Necklace, Pin & Boots, (212) 645-1797. 239: Marc Jacobs Blazer, Pants & Shoes, (212) 343-1490. The Kooples **Top**, thekooples.com. David Yurman Necklace, (212) 752-4255. Zana Bayne Harness, zanabayne.com. 240: Balmain Sweater, (212) 966-4200. Zana Bayne Necklace, zanabayne.com David Yurman Gold Link Bracelet, Chevron Bracelets & Black Chain Bracelet, (212) 752-4255. Coach 1941 Shoes, coach.com. 241: Dolce & Gabbana Coat, Pants & Top, (877) 70-DG-USA. Pandora Jewelry Circle Stud Earring, pandora.net. Eddie Borgo Bracelet & Rings, eddieborgo.com. Wolford Socks, wolford.com

for similar styles. Coach 1941 Shoes, coach.com. 242: Prada Crop Top, Top, Plumed Skirt & Yellow Skirt, prada.com for stores. Pandora Jewelry Silver Hoop Earring & Black Leather Bracelet, pandora.net. Coach 1941 Boots, coach.com for similar styles. Coach 1941 Shoes & Boots, coach.com for similar styles. Coach 1941 Shoes & Boots, coach.com for similar styles. 243: Versace Dress, us.versace.com. Eddie Borgo Ring & Necklace, eddieborgo.com. Versus Versace Boots, versusversace.com. 244: Hilfiger Collection Vest, usa.tommy.com. Bally Dress, (310) 247-1012. Cartier Earring, (800) CARTIER. David Yurman Necklace, (212) 752-4255. Carven Shoes, carven.com for stores. 245: Fendi Top & Pants, (212) 897-2244. Zana Bayne Choker, zanabayne.com. Michael Kors Collection Double-Wrap Metal-and-Leather Belt, (866) 709-KORS. B-Low the Belt Studded Belt, b-lowthebelt.com.

NEW WAVE 246: Saint Laurent by Anthony Vaccarello Dress, (212) 980-2970. 247: Céline Top & Pants, (212) 535-3707. Bulgari Earrings, (800) BULGARI. Chanel Fine Jewelry Bracelets, (800) 550-0005. Francesco Russo Shoes at Forty Five Ten, (214) 559-4510. 248: Max Mara Jumpsuit, (310) 385-9343; Visor, (212) 879-6100. Chanel Fine Jewelry Earrings & Ring, (800) 550-0005. Guy Laroche Belt at New York Vintage Inc., (212) 647-1107. De Beers Bracelet, (212) 906-0001. 249: Emporio Armani Coat, armani.com for stores. Dior Fine Jewelry Earrings & Ring, (800) 929-DIOR. Balenciaga Boots, (212) 206-0872. 250: Louis Vuitton Dress, (866) VUITTON. Emilio Cavallini Tights, emiliocavallini.com. De Beers Earrings, (212) 906-0001. Boucheron Bracelet, (212) 421-0445. 251: Chanel Jacket & Pants, (800) 550-0005. Bulgari Earrings, (800) BULGARI. Dior Fine Jewelry Necklace, (800) 929-DIOR. Chanel Fine Jewelry Ring, (800) 550-0005. Falke Tights, bloomingdales.com. Saint Laurent by Anthony Vaccarello Shoes, (212) 980-2970. 252: Salvatore Ferragamo Vest & Pants, (866) 337-7242. 253: Michael Kors Collection Jacket, Pants & Belt, (866) 709-KORS.

MISS SCARLETT 255: Gucci Top & Skirt, gucci.com for stores. Messika Paris Spike Stud Earrings at London Jewelers, (212) 381-9455. 257: Dior Dress, (800) 929-DIOR. Messika Paris Earrings at London Jewelers, (212) 381-9455. 259: Saint Laurent by Anthony Vaccarello Parka & Earrings, (212) 980-2970.

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MARCH 2017 HOROSCOPE.

This month has Pisces doing her homework (smart, Jessica Biel), Leo checking her every move (helpful in the long run, Maya Rudolph), and Libra seeing her true self (and you like what you see, Brie Larson!)

By ERIC FRANCIS COPPOLINO

(February 19-March 20)

Interesting financial opportunities are coming your way this month, but practice due diligence, because you may not have all the facts. Nothing is as good as it looks, and everything is subject to change, so check the bona fides of anyone you're conducting business with. That said, genuine prospects may emerge; choose those that resonate with you intuitively, and work with people you can relate to on a human level. For a Pisces, this matters more than anything.

POWER DAY: March 1

oo Aries

(March 21-April 19)

There's an old expression about not judging a person until you've walked a mile in their shoes. You have the rare opportunity to experience the world from the viewpoint of a significant other. Part of that includes how they experience you. As a result, you might adjust your personality or how you treat others. You can afford to listen more attentively and to be more generous emotionally and financially Open up and deepen your intimacy.

POWER DAY: March 5

Taurus (April 20-May 20)

This is a time of self-discovery, the implication being doing something bold: standing in the face of the unknown. You don't have to answer every question you have about yourself this instant. The more room you leave for mystery, the more space you'll have for findings as they come-and there will be many over the next few weeks. Admitting that you don't know takes courage, especially in the age of quick answers. You want the ones that take longer and are more meaningful.

POWER DAY: March 16

Gemini (May 21-June 20)

As you're riding a wave of popularity, you might consider the wisdom of the old esoteric teachers: Beware of any false presentation of yourself. You are safer being honest and real with the people around you. Amid all the competing efforts for attention in the world is a struggle with self-esteem. Someone close to you may need your ear but be reluctant to reveal their true feelings, so you will need to be perceptive and ask directly.

POWER DAY: March 26

This is a stellar moment for you professionally, and the best results are unforeseeable and unexpected. Be open to possibilities while keeping busy doing what you do so well. Your solar chart describes you as a person who totally commits to your work and identifies with what you do and create. Your desire to be known for your accomplishments is an asset in a world full of people who don't like going to work. You deserve your good reputation.

POWER DAY: March 14

Leo **6** (July 23-August 22)

You seem unsure whether to have total confidence in your abilities or to doubt yourself with the same intensity. There's plenty of territory in between. True self-assurance is often informed by insecurity. Keep checking if you're on the right track—anything from comparing budgets against actual expenses to reviewing the appropriateness of the content and tone of messages you send. As long as you navigate consciously, you will get to where you're headed.

POWER DAY: March 20

Virgo (August 23-September 22)

Who are all these people in your life? Where did they come from? You seem to vacillate between feeling invisible and being a beacon. Exercise discretion over who becomes close to you. Get to know people before inviting them into your life, particularly on a romantic or financial level. This is about giving people a chance. Rather than being skeptical, keep an open mind and allow people to reveal themselves. Use what you learn.

POWER DAY: March 10

(September 23-October 22)

It's sometimes said that relationships are mirrors, though that doesn't factor in the phenomenon of the "mirror image," or the reverse reflection. Others don't see you that way; it's a visual illusion. Now, however, you get to look at relationships as true mirrors that show you who you are, through their eyes. The first surprise is that you're seen by others very differently from how you see yourself. The second is that you're likely to truly love that unusual person being reflected back at you.

POWER DAY: March 4

Scorpio

(October 23-November 21)

Wondering whether a workplace romance is a good idea? It might be in certain circumstances, though remain cautious of any situation that's not convenient to walk away from. In whatever aspect of your life, agreements must be easy in, easy out. You're dealing with powerful forces of attraction now, and others will be noticing you and responding openly. Err on the side of simplicity rather than drama. You'll still have plenty of fun.

POWER DAY: March 9

Sagittarius

(November 22-December 21)

Focus on the art rather than the gallery opening, on the writing rather than the best-seller list, on the song rather than the concert. Substance is what matters most for now, not how you telegraph it out into the world. Nurture the creative aspect of what you're doing. Fill it with your life energy. The presentation will come naturally once your project or idea has enough momentum of its own. When the time comes to go public, you'll want to get it right from the start.

POWER DAY: March 19

Capricorn

(December 22-January 19)

When that moment of clarity arrives, you'll be surprised at how much you were missing. Your insecurities will educate you about where you have healing work to do. You have a right to feel grounded and secure. Yet in this world, it's necessary to maintain your sense of safety and self-preservation with constant vigilance. Go easy on doubting yourself. You're usually right, but entertain the possibility of being wrong.

POWER DAY: March 27

M Aquarius

(January 20-February 18)

You present a serious, competent image to the world. People look at you and assume you're intelligent. When they hear what you have to say, their hunch is confirmed. Therefore, you don't need to impress anyone. You have a pass to suggest things that might be unusual or inventive and to be trusted. Do your part to maintain this precious trust: Meet commitments on time or even a little early. The more you work within accepted rules of society, the more daring you can be

POWER DAY: March 23

Sarlie



The brand ambassador for Swarovski has traveled the world for her modeling career, but one fantasy destination has remained elusive (hint: think moonwalk, not catwalk)

> I. IF I WEREN'T A MODEL, I'D BE: A doctor or teacher. Both professions combine a love of learning and giving back, which has always been really important to me in my career.

2. BEST CAREER ADVICE I'VE GOTTEN: Diane you Furstenberg told me that it is a duty and privilege to use the platform you've built around your passions to amplify the voices of others. Approaching my career with a spirit of collaboration and service has positively shaped my experiences in fashion and beyond.

> 3. CHANGE I'D LIKE TO SEE IN MY INDUSTRY: It's been exciting to see the fashion industry celebrate and embrace inclusivity and different definitions of beauty.

4. WHO I ADMIRE AND WHY: Melinda Gates, for leading a remarkable life focused on addressing complicated and important global issues through the combination of compassion, collaboration, and innovation.

5. BOOK THAT LEFT A LASTING IMPRESSION ON ME: Gloria Steinem's My Life on the Road is all about her commitment to feminism and fighting for women's rights. It's such an important conversation, and Gloria's story is really moving.

6. IF I COULD LIVE IN A FOREIGN CITY, IT WOULD BE: I could absolutely see myself living in Paris full-time. The history, style, and culture is so rich and wonderful—each time I go, I find something new to love.

7. MY PERFECT DAY WOULD BEGIN: With my favorite breakfast—egg whites, avocado, and Tabasco sauce and an almond milk latte. After that, I would take my dog, Joe, for a walk and then head to the gym for a workout.

8. MY PERFECT DAY WOULD END: By grabbing dinner with girlfriends or watching movies at home with my family. It would also include some sort of baked good for dessert! (My gram's gingersnap recipe is a favorite.)

9. SOMETHING NICE I DID FOR MYSELF RECENTLY, BECAUSE, HEY, WHY NOT? After fashion month, I took a few days off and went home [St. Louis] for my mom's birthday. After a long stretch of traveling for work, there's nothing better than relaxing and spending time with family.

10. IF I COULD COMPETE IN AN OLYMPIC SPORT, I'D LIKE IT TO BE: I would love to be a gymnast! I was obsessed watching the U.S. gymnastics team dominate at the Rio Olympics last summer. I might be too tall to compete myself, though.

11. THE BEAUTY ESSENTIAL YOU'D HAVE TO PRY OUT OF MY COLD, DEAD HANDS: I am obsessed with the L'Oréal Paris Magic Skin Beautifier B.B. Cream. [Kloss is a brand ambassador.] It's a natural tinted moisturizer perfect for makeup-free days.

12. WHAT EVERY WOMAN SHOULD TRY ONCE IN HER LIFETIME: Travel abroad on your own. It's a really freeing and rewarding experience, and it's during those solitary moments when you learn the most about yourself.

13. ON MY BUCKET LIST: I'd love to go to space someday! @karliekloss





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