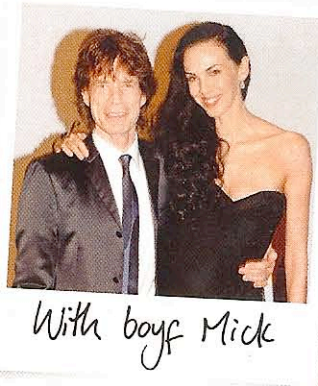


Style IQ

L'Wren Scott

If you like her dresses, then you'll love her new make-up. Here, the designer reveals her style secrets



With boyf Mick

"Today, I'm at the Ritz in Paris and I'm wearing my headmistress dress [below]. It's the launch of my make-up range for Lancôme and the dress is kind of my wardrobe staple – I do a new version for my collection every season. It's sort of easy, like the no-brainer. It's about the fit and it's a strict silhouette, so when you zip into it, you feel ready for business. It gives you an attitude."

"Feeling confident is a big part of dressing for any circumstance. If you don't feel comfortable, you never look really great and you certainly don't look confident."

"A rich bordeaux red is my signature colour. I have used it in my collection from season one, so I wanted to incorporate it as a nail colour in the make-up collection. I wanted it to look like car paint, so I went to a car place to get samples so I could show the lab the way I wanted it to look – a really deep red lacquer."

"Before creating my range, I imagined the make-up lab to be very James Bond. I was nervous stepping into the lab and



L'WREN SCOTT A/W 2010



with one-off, couture pieces. I did a green diamond necklace [designed with Bulgari and worn by Nicole Kidman at the Oscars in 2004], which became well-known."

"I'm an eye or lip girl. I think it's about one or the other and I don't have a lot of time to do my make-up, so it's a little bit of something on the eye or a lipstick. Today, I had fun and played with the matte black in the [Lancôme Ombre Absolu Palette] Quad. I added a little bit of the transparent blue-grey. It's a highlighter, so you can use it to lift the eye."

"I admire Rita Hayworth, Marlene Dietrich and Bette Davis's style. But it's also interesting to look at the characters they've played on film. They've all had a unique look created for them, like Queen Christina [played by Greta Garbo in the 1933 film]. That's a fantastic movie from a style point of view."

"I always buy shoes on Net-a-Porter. I last bought some white patent Converse and a pair of cute Antik Batik sandals."

"I'm usually the last one who gets clothes from my collection, but I'm hoping to get the grey velvet tuxedo jacket [above left] and I'm very excited about my boots from a/w." ■

The Holiday 2010 Colour Collection by L'Wren Scott for Lancôme is available now

"A rich bordeaux red is my signature colour"

was like, 'Do I get to wear a lab coat, hair net?' I imagined a secretive place."

"I find it hard to be objective and describe my style. Everyone has a very different point of view and if you think too much about how you're perceived, you probably wouldn't sleep much. It's good to not take it too seriously."

"I love vintage jewels. I like things that are unique. I love Virginia Antiques [98 Portland Road, London W1; 020 7727 9908] for vintage. I also design modern jewellery and started

In L'Wren Scott at a Gucci charity benefit, New York, 2008

In L'Wren Scott at the Stones in Exile screening, New York, May 2010



Lace and wool-blend dress, from a selection, L'Wren Scott (net-a-porter.com)



L'Absolu Rouge in Rouge L'Wren, £18.50, Lancôme (available nationwide)

Le Vernis in Rouge L'Wren, £12, Lancôme (available nationwide)



Ombre Absolu Palette Quad in Les Gris L'Wren, £32, Lancôme (available nationwide)



Patent-leather trainers, £39.99, Converse (office.co.uk)