

NATURALLY LOUISE REDKNAPP

Louise Alexander-O'Loughlin talks to model, singer, tv presenter and actress Louise Redknapp who continues to prove she has achieved more than most in a world that is very much her oyster. →



You must receive thousands of requests to head campaigns, tell me about the 'Gallo Family Vineyards Summer White' campaign to launch their refreshing drink, and why you decided to work with them?

True, there are quite a few brands asking me to represent them, but Gallo Family Vineyards Summer White was a perfect fit for me. I am very girly, and I loved what they were proposing for a campaign, it was light, fashionable and had calm and natural imagery. It had a really earthy feel to the campaign. It also helped that the product is absolutely delicious and they are a great company to work with. For me, it has to be 'true to form' to promote it and I won't promote anything I don't 100% believe in. It is a really beautiful, smooth and refreshing drink for all year round.

You have a beauty company Wild about Beauty (www.wildaboutbeauty.com); did you think there might be a conflict of interest? Isn't wine supposed to age you?

No not at all. There is no conflict of interest; I always say everything in moderation, walking in London can damage skin. I believe it is important to balance everything you do in life. Anything in excess is not good, most people love a good wine and most people love beauty.

Tell us about Wild about Beauty, the company you set up with international make-up artist Kim Jacob.

It's going really well. Wild about Beauty has been really well received and we are definitely delivering high performing, quality make-up without compromising on ingredients, so we are absolutely honouring our company's vision.

Do you have any beauty tips for the coming season?

So many people have been wearing the smoky eye look, now, I can tell you the colours aubergine and emerald green are the 'new black' this Christmas.



Seriously, aubergine and emerald – together?

Absolutely, it suits all skin types and with the soft chunky kohl pencils, they are so easy to apply and are very flattering for every eye colour.

How involved do you get in production? Can we see you in a lab with a hairnet and white coat?

No, Kim travels all over the place to find the absolute right ingredients for our products and she's often in Italy testing textures and colours. I get stuck in at the office working on forthcoming campaigns.

Do you personally trial products before they go on the shelves?

Yes I do, in fact we all get involved in the office and I get the girls to take home new products before they reach the shelves; we generally test them for four to five days wearing them in and out of the light.

What makes your products different to others on the market?

It's all about the colour and texture of our products which sets us apart. We have a really wide range of colours and we have very important criteria to meet. One of them being usability. I often go from day functions straight into evening ones, and I don't want to carry a big bag, so our products are mainly dual purpose. We also market for a particular woman, who loves the natural look, so there is a niche in the market. All our products are paraben free make-up essentials. It's all about enhancing natural beauty.

It seems that many brands are using very natural ingredients in their products. Do you think old-fashioned remedies are coming back?

Yes, it's all coming back. We use green algae and caviar from the sea – vitamin E for the lips and eyes. People do believe natural is best, so we cater to customers' thoughts →



■ PROFILE

and take it all into account. Our products are packed with nourishing, beneficial ingredients such as winter cherry extract, German chamomile and organic rose water that work in harmony to enrich and care for skin.

What is the 'must have' in your make-up bag?

I absolutely love my Gold Beach Bronzer called 'Lou'. It is a soft matte bronzing trio and gives a 'fresh from the sun' finish. It is perfect for everyone as it is cut three ways and has a very subtle mix of shades. My mum has very pale skin and wears it all the time. The great thing about it is you can go as light or dark as you like. I tend to top it up at night if I'm heading out.

And your favourite clothes shop in Surrey?

There are loads of really great boutiques in Surrey, but my favourite is CLUB in Esher. My great friends Carly Parker and Emma Thatcher run it, they are really inspirational and have a great eye for fashion. I always shop there.

You have a website with Emma called 'louandem.com' how did that start up?

Emma has been a buyer for CLUB for years and I am always trawling through magazines looking at recent campaigns and catwalk fashions. The website covers all areas around lifestyle. You know those nights when you just open your wardrobe and say 'I don't have anything to wear' – well this site suggests ideas on what to wear with what, or how to dress something up with different accessories, perhaps in ways you never thought of before. Sometimes grabbing a fitted white shirt with skinny jeans and accessories is all you need. We are not preaching about what's hot or not, it's just a great fun website sharing our most recent style finds and objects of desire.

You have achieved so much over the years. When you look back at your time with the pop group Eternal, how does it make you feel?

Eternal will always be a huge part of my life



and I am so grateful I had that experience to work with such great girls. I have so many wonderful memories. I will always be proud of the fact I was part of the group.

Which charities are you currently involved with?

I am a patron of the Born Free charity and help with the Boma Project which helps conserve and protect wild lions, of which there are only 25,000 left in the wild. Earlier this year, Kim Jacob and I launched a gorgeous new make-up palette to be sold in aid of Born Free, entitled 'Safari Nights' inspired by the sun-kissed plains of Africa. A percentage of each palette sold is donated to the charity. It is a charity that is so close to my heart, I just hope we can help Born Free projects prevent the extinction of this noble animal. I am also involved in Fashion For Good. It's a fashion show, held at

Painshill, and raises funds for local children's charities. The event also supports domestic violence units, food banks and much more.

Where would you recommend eating out with the children in Surrey and when you go out with your husband, Jamie?

The kids love going to the Thai restaurant in the Victoria Pub in Oxshott. If it's just Jamie and I, we tend to head straight to London to Zuma, one of our favourite places to eat. ●

essence info

Louise Redknapp is launching Gallo Family Vineyards Summer White, packed with sumptuous flavours of ripe apple, pear and citrus with subtle floral notes. Visit www.gallofamily.co.uk/summerwhite for further information. RRP £6.99