



FASHION

Supermodel STYLE

From winter wardrobe staples to party-ready prints, tights are cool again. And for Jourdan Dunn, they're the perfect fit

It's been quite a journey for Jourdan Dunn. Signed by Storm models aged 15, after being spotted in Primark in London's Hammersmith, she's among the fashion world's best-known faces. With countless major magazine covers and fashion campaigns under her belt, she's a catwalk regular for the likes of Burberry, Tom Ford and Victoria's Secret and has appeared in two Beyoncé music videos. And last month she was unveiled as the new ambassador for Italian hosiery brand Calzedonia. All this while looking after her eight-year-old son Riley.

HELLO! caught up with Jourdan, 28, to talk style inspiration, guilty pleasures and doing the legwork at the gym...

Jourdan, you've been one of the world's top models for more than a decade. What would you say is your greatest achievement?

"It's really cheesy, but being a mum and having my son Riley."

What keeps you motivated?

"Riley. And myself. I definitely try to be my own best cheerleader at times because I feel like everyone should."

"If I'm having one of those days where I can't be bothered, or feel down, seeing a picture of my son. He always encourages me. If he sees me down, he'll say: 'Mummy, you need to smile,' or: 'Mummy, it's not that bad.' He motivates me to want to do better."

Who do you look to for style inspiration?

"I like people-watching and seeing street styles. And Instagram is always great. Also [Victoria's Secret Angel] Elsa Hosk – she's got sick style."

You always look stylish yourself. What's the most treasured item in your wardrobe?

"I still have the christening outfit that my mum had made for me when I was about six months old. That's one thing that if anything was to happen, I'd want to go back and grab that." ▶

'I've always been about speaking my truth and being honest. There's no point if the image isn't being true to myself'



How do you juggle being a mum with an international modelling career?

"With a great support system. As a parent, you make it work, but if I didn't have my mum it would be quite difficult.

"Also having an agency that understands they can't just bring certain things on to me as I need to think about planning. It's always hard being away from Riley but because I have that great support, it makes it easier."

And now you're the new face of Calzedonia. Have you always been a fan of the brand?

"I love what the brand embodies – Calzedonia is all about elegance, confidence and style, which I think I embody as well, so it's the perfect pairing."

Which are your favourite pieces from the new collection and how will you style them?

"I'm really feeling the statement pieces. I like the leopard-print tights and also the fishnet styles. I think you can pair them with a leather mini and keep it quite simple and let the tights stand out, or go full-out with a leopard-print outfit, which I think would be quite sick. A Saint Laurent-inspired look is how I'd style them."

The campaign means your legs are always on show. How do you keep them in shape?

"I really like doing barre work. I go to this new studio called Define London, which is amazing. It's all about lengthening and strengthening your body – intense, small movements that are effective. During the class, I'm thinking: 'Why am I doing this to my body?' Then afterwards I'm like: 'I feel amazing, I feel great, I feel stronger already.'

"When I'm really good, I work out three times a week. When I'm really bad, it's never."

Your brother Antoine is a personal trainer at Kobox studios in London. Does he help you?

"Yeah, because if you're not a gym bunny, you get bored. Normally, I'd go to the gym and use the machines, but I think it's more about trying a new

class, so going to a boxing class, or going to Pilates – it's definitely about trying to switch it up."

What beauty tips have you learnt as a model?

"Everyone says it, but it is the one tip that is really important: don't sleep in your make-up. Also, double-cleanse and don't rely on wipes. Actually don't even use wipes; only use wipes if you're camping."

What are your can't-live-without beauty products?

"Sunday Riley Good Genes Glycolic Acid Treatment. That saves my skin all the time. I honestly see a difference with the dark spots on my face. They fade and my face always feels more plumped and radiant."

You travel all over the world. Where is your favourite place?

"I spent New Year in South Africa – in Cape Town and Johannesburg – and I loved it. I felt some kind of connection there and loved the food, the people, the culture. It's the one place I want to go back to and take Riley and experience it with him."

What do you like to do to relax?

"At the moment, because I've bought a house,

I'm obsessed with all things interior design. I'm sitting down with a cup of green tea and reading through all my interiors magazines. It's kind of boring, but that's relaxing for me. Very grown-up."

"When I was in South Africa I was inspired by their art and decor. I got a lot of interiors inspiration when I was there."

Do you have a guilty pleasure?

"*Hollyoaks*. I can't believe I still watch *Hollyoaks*! My mum recently deleted all of my series link and she said: 'Why did you do that?' and she said: 'Because you've got your own house now.' [Laughs]"

Do you feel pressure to present an idealised version of your life on social media?

"Not any more. I feel like I've always been about speaking my truth and being honest with myself. There's no point if the image isn't being true to myself so I've always been authentic and I don't really feel the pressure."

"Social media's not that deep, not that serious. I try and disconnect myself from it and go on it when I need to go on and not be on it for the sake of it."

Calzedonia with Jourdan Dunn is in store and online now. Prices start from £11; visit calzedonia.com