

The persuader

JACK YAN



Think global, act local—old ideas suck, but we have to run with them

WHEN I STARTED *Lucire* in 1997, the idea was that one cover would rule them all. It worked on the web: a single cover that the whole world would see, and bugged those who didn't like that. Print, however, is not like the web, and I found I may have been premature. Print is still national, and I find that a shame, unless we were going to get Charlize Theron on the cover. The biggest name we managed to get in our first dozen print issues was Nicky Hilton, and even then, it was not that big a deal as far as our sales went.

I overestimated the internet generation's pull with print, but if you ask people what they really want, especially beauty queens who win national Miss World competitions, it's 'World peace'. And to achieve world peace, we should do away with borders. That makes sense to me. Borders prevent people from becoming true neighbours with one another. We need to feel that the plight of someone in Indonesia or Lebanon is our plight. After all, these are just folks like us, with more in common than Bob Clarkson or Winston Peters or the late Sir James Goldsmith would like us to think.

And to signal that brave new world, why not have that single, strong cover, with a global magazine that unites the planet?

But since 9-11, there has been this sense of separation, a contrast with the promise that the internet, in the 1990s, would unite us all. Which is why I now spend so much time on blogs—these online journals filled with opinion that allow a financier in Karachi to promote Islam or a publisher in New Zealand to talk up

Kiwi ingenuity (see www.jackyan.com/blog). Via the blogs, these little collections of op-eds, I am connecting directly with someone in the place which I want to know about. Are the media lying to us about Iran? Find an Iranian blogger. Was the Israeli fight against Hezbollah as simple as the news made out? Venture to the Lebanese blogosphere.

However, *Lucire Romania* has done pretty well with local celebs such as Monica Gabor, so how would the Kiwi "master edition", the one on which all other *Lucires* would be based, fare by putting its first Kiwi *au couverture*?

When I learned MTV's Amber Peebles was in New York, I sent Summer Rayne Oakes, our long-time contributor (since April 2005) and acting editor, an email and asked for help, to see if this could work. Sum came through, with massive thanks to John F. Cooper.

The good news is that Amber is a marketable, worldwide face. She could pass for the all-American girl if she wasn't the all-New Zealand girl. And she gave up her only day off in New York to model for us—so as I write, I need to tee her up with Elyse Glickman, our west coast editor, so at least the two ladies can shop. Amber could be more California girl than Manhattan dame anyway.

THE 'ORACLE' SECTION of *Lucire* is meant to be diary-like. I was going to write about the shows I had been to, but my L'Oréal Colour Trophy report is just that sort of story. The shows I had been to since were great fun, but you don't want to hear that. You want to hear about something a little quirkier, like stories about which celebrity got drunk at the party.

Well, I have to keep some things close to my chest. People trust me, and I know you don't read *Lucire* for gossip. If there's an insight, we'll bring it, but I'm not going to be less than gentlemanly. Summer Rayne and the rest of the team respect that.

I mean, you wouldn't betray your neighbours, would you? For so many of the folks that we featured are, to us, ultimately, just that. Just don't start singing that Tony Hatch-Jackie Trent song.

You beauty

NICOLE JOYCE



Natural and mineral: two words that go together in make-up

SO MANY MAGAZINES tell us the same tedious and boring information time and time again when it comes to beauty care.

I even came across a beauty column the other day that basically said, 'Cleanse, tone, moisturize.' Don't they know we are not completely dingy and require at least a speck of intellectual stimulation?

Which brings me to an issue that comes up time and time again. We are spoiled for choice when it comes to skin care concoctions and professional treatments. How do we make discerning choices without succumbing to clever marketing hype? How can we grasp whether or not a product will deliver what it pledges?

The vast majority of cosmetics available to us are formulated predominately with fillers. Unfortunately, these fillers do not have any real benefit to the skin other than a bit of "slip and glide". They may foam up perfectly and smell luxurious (thanks to the sensitizing artificial nasties), but do little else.

Often you will see the latest buzz ingredient marketed on your little pot of magic. Look closely at the ingredient listing and you may find something like 0.006 per cent of that promised ingredient. Hardly enough to do half of what it says it will.

The other option is to get a professionally prescribed, intelligently put together skin care programme by a qualified beauty therapist, whose agenda is simple: results!

And whilst working away in my beauty studio the other day, I came across *mineral make-up!*



AMBER PEEBLES: JACK YAN; CHARLIZE THERON: SAKS FIFTH AVENUE; ADINA: FLORIN RADU; JACK YAN: MATT CLARK; NICOLE JOYCE: MARIA GEORGE GREEN; MINERALS: COURTESY RAELINE MACKAY OF IMMERSION COSMETICS, WWW.IMMERSIONCOSMETICS.CO.NZ