

THE FASHION TAN



Nichola Joss

Best way to wear pastels? Apply this tan. Celeb bronzing guru Nichola Joss talks us through faking it and shows us how to get the must-have 'pastel tan'

INTERVIEW BY JESS TIBBITS



LOUIS VUITTON S/S 2012

"My obsession with fake tan started with Brooke Shields in 1980. I remember seeing her in *The Blue Lagoon* and being amazed. She had this incredibly exotic look that I hadn't seen before; her skin looked so healthy and glowing. Fair skin is in my genes, so I was never going to get that deep bronzed glow naturally and I became fascinated with finding other ways to achieve it.

"My grandmother had the same obsession as me. Keen to add colour to her pale skin, she used to strain tea leaves from her teapot using a stocking, squeeze all the water out, then buff her legs with it to stain them. I've never tried that method, but perhaps it's a sign that tanning is in my blood!

"Modern products are so sophisticated, it's now possible to get a natural-looking tan from a bottle, right across the spectrum, from the palest of skins to the darkest. This season, it's all about the delicate pastel tan – a mid-tone shade I created to complement the modern hues at House of Holland's spring/summer show.

"Back in the Eighties, self-tanning products were pretty awful. There wasn't much on the market and the formulas were thick and very dark. There was a 'one shade suits all' approach: a deep base colour, with no way of manipulating products to suit different skintones. The unsophisticated formulas, plus the fact they smelled so bad, made self-tanning an unattractive option,

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so sunbeds became *the* way to tan. Thankfully, I think they're on the way out now. Legislation is much tighter and people are better educated on the danger of overexposure to UV light.

"My big break came in the Nineties, when I tanned Helena Christensen for a magazine shoot. Before long, I was working with all the big supers: Christy Turlington, Eva Herzigova, Elle Macpherson, Kate Moss ▶



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