

Beauty

and Claudia Schiffer, who remains a client of mine to this day.

"The tanning breakthrough in the mass market came around this time too, with the introduction of the St Tropez spray tan in 1993. Its more palatable smell and natural-looking colour was groundbreaking. Once it became available to buy as an at-home self-tan product in 1995, it really took off, especially after Victoria Beckham, who I was working with at the time, was snapped carrying a bag of St Tropez products.

"These days, fake tan is a part of our everyday life and I think the trend will continue to grow. A good tan hides a multitude of sins such as scars, bruising and stretchmarks, as well as making skin look more vibrant, glowing and healthy – which will never be out of fashion."

TANNING MADE EASY

"We're all lusting after spring/summer pastels, but you need your skin to be the right shade to carry them off," says Nichola.

STEP 1: SCRUB UP

"Don't cut corners with the mid-tone tan – you have to prep properly or risk an uneven finish. First, you need to slough skin, paying particular attention to dry and bumpy areas. Oily products form a barrier, preventing tan from developing, so go for a cream-based scrub."

STEP 2: GET GLOWING

"Choose a lightweight moisturiser and really work it into your skin – massage will help it sink in. This will make the self-tan to work quicker, as well as leaving you with a nice dewy glow."

STEP 3: PUMP IT UP

"The aerated texture of a mousse is perfect for creating the mid-toned base of the pastel tan. Squeeze three pumps on to your tanning mitts and massage it in, using a circular motion. Work

with the contours of your body – don't rub up and down in a straight line, as it'll result in a flat, one-dimensional tan that looks fake."

STEP 4: THE ONCE-OVER

"After you've finished tanning your body, there should be enough product left on your mitts to run over the areas that need only a hint of colour – such as your feet, hands, neck and face."

STEP 5: ADD A FINISHING TOUCH

"Skin-finishing is the most important part of the pastel tan. Choose a liquid illuminator with a rosy tint to complement your colour and apply as much as you dare. For a big night out, use all over for a full-on glow, or play it down by highlighting key areas: the top of your shoulders, your décolletage, the front of your legs (skip your knees) and blending down the middle of your arms."

Body & Bath
Crème de Pistache
Scrub, £36,
Laura Mercier
(0800 123 400)



Energising
Body Lotion,
£17, Liz Earle
(0845 604 9049)



Sublime Bronze
Self-Tanning
Golden Mousse
Body, £14.99,
L'Oréal Paris
(available
nationwide)



Rose Skin
Illuminator,
£12.26,
St Tropez
(st-tropez.com)

Liquid Foundation,
£22, Dainty Doll
(lookfantastic.com)



HOUSE OF
HOLLAND
S/S 2012

"A good tan makes skin look more vibrant, glowing and healthy – which will never be out of fashion" NICHOLA JOSS

TANS THROUGH THE DECADES

1923 Coco Chanel steps off a friend's yacht in the French Riviera with sun-kissed skin, having accidentally overdone it. The tanning craze is born.

1938 Piz Buin introduces the first sunscreen, Gletscher Creme, above left. It has an SPF of two.

1959 Self-tan makes its debut with Man-Tan. Its basic technology gives skin an orange tinge.

1971 Enter Malibu Barbie, right. The deeply bronzed doll comes with her own sunnies and bottle of suntan lotion.

1978 UV sunbeds become available to the mass market. The dangers of overexposure to UV rays are still relatively unknown.

1993 The tanning backlash begins as Marc Jacobs brings the pale-skinned grunge movement on to the catwalk.

1995 St Tropez's UK retail launch, fuelled by rave reviews and celeb endorsements, is an instant hit.

1999 Vogue hails bronzed Brazilian bombshell Gisele Bündchen, right, as the world's hottest model.

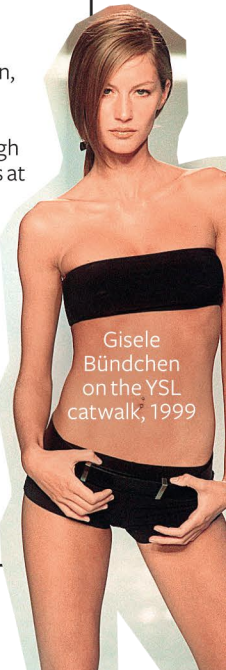
2009 St Tropez gets through three gallons of product in five days at the V Festival, tanning performers and VIPs including Lady Gaga.

2010 Girls Aloud's pale pin-up Nicola Roberts launches Dainty Doll, left, a beauty range specifically for fair skin. Its Liquid Foundation is a bestseller.

2012 Nichola Joss's mid-tone pastel tan makes its debut at House of Holland's s/s 2012 show. ■



Malibu Barbie



Gisele Bündchen on the YSL catwalk, 1999

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