



WORDS BY JESSICA TIBBITS



It was seeing Cara and the model crew in their monogrammed Burberry blankets and RiRi with her initialled Fendi bag that made us realise personalisation was no longer just about posh stationery. What with designing our very own Nike trainers and custom-made jeans – never mind a can of coke with your

name on it – these days, if it isn't customised, we aren't interested.

And it hasn't taken long for this interest in bespoke products to the hit the world of beauty either. Everything from moisturiser to hair dye can now be tailored just for you. 'A one-size-fits-all approach to beauty seems outdated,' says Julien Azencott, founder of skincare company Codage Paris, which custom-makes serums for clients. 'One woman's miracle moisturiser might be another's recipe for a breakout.' Codage's online diagnostic system (check it out at europe.codageparis.com) asks questions about your skin and your lifestyle to figure out exactly what skincare you need. The result is a personalised serum stamped with your initials and formula code. It may sound like space-age science, but the future of beauty is definitely personal. And here's where you can get started...

BESPOKE beauty

Exactly what kind of person gets to have a serum made just for them? Or a lipstick customised especially for their skin tone? You do. Starting from now...