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# COLLECTIVE HUB

ISSUE 31

TREND WATCH

*THE NEW  
BURNOUT*

HOW TO BE  
*UNRULY*

*AWAKE AND  
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**THE POWER ISSUE**

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YOU ARE  
BEAUTIFUL





# Louise Roe

*She lists Vogue on her CV and has grilled Brad Pitt live in front of 31 MILLION people, yet LOUISE ROE isn't above donning a garbage bag on the red carpet. Here are a few other reasons we're watching this rising STYLEPRENEUR.*

WORDS MELANIE DIMMITT

*This isn't fair that they're secret! I want to share them.*



No fash packer would have the nerve to wear a bin liner bag on the red carpet – except perhaps a Brit by the name of Louise Roe. Donning the plastic garb (age sack) for an interview with Bradley Cooper (those who have seen *Silver Linings Playbook* will get the gag), the presenter and style pundit was in her star-spangled element.

“There’s no adrenaline rush like it,” says the woman who has wittily wielded a microphone at the Academy Awards, Golden Globes and Grammys for *Access Hollywood*. “It’s so much fun being out there, especially when you’re live.”

With her Louboutins firmly fixed in tinseltown, the 34-year-old Surrey, England, native has joined the likes of fellow UK figures Alexa Chung, Cat Deeley and James Corden in cracking the US, in this case by way of her candid, crisply-accented gift of the gab.

Off the carpet she’s hosted NBC’s *Fashion Star*, MTV’s reality makeover series *Plain Jane*, Fox International’s *Fit for Fashion* and joined the cast of *The City* (as Olivia Palermo’s rival) for its final season. Add to this her coverage of the royal wedding for E! Entertainment, repeat stints as host of the *MTV Europe Music Awards Red Carpet Show* and a current gig co-hosting TLC show *Style By Jury*, and it’s all the more endearing when Louise admits to being introverted by nature.

“Because I do the job I do, people assume that you’re very outgoing and

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extroverted,” she says. “But in all honesty, I’m probably more of an introvert.”

It’s a trait perhaps more in keeping with her bookish passion for words, through which – by way of an internship at *Elle* UK and editorial roles at *InStyle* UK and *Vogue.com* – her career in fact began. More recently, while still penning her stylish whims and filming for TV, Louise wrote her first fashion tome, *Front Roe*.

“I’ve always had these notes in my desk of little tips and tricks I’ve picked up along my career... And I was like, ‘This isn’t fair that they’re secret! I want to share them,’” she says.

But it’s not all backstage beauty hacks.

“Being a sort of girl power, female empowerment [advocate] has become, naturally, a big part of what I do, so that is definitely a huge part of the book.” Indeed, the cover of her book reads: *Front Roe: How to be the Leading Lady in Your Own Life*, reflecting Louise’s view that style and self-esteem are inextricably linked.

“I wanted to give women some practical tools, not just wishy-washy advice, but practical ways to help them dress, do their hair and do their make-up. But [also] do things that make them feel better about their figure and the way they walk into a room, and owning it. >



“Whether that’s for a first date or a job interview, we are judged on a first impression – whether you like fashion or not, that’s a fact. So I think it’s important to give yourself the best shot.”

Flip to the first page and you’ll find this dedication: “To Dad, the writer who gave me a bookmark when I was 10 that read, ‘You can achieve anything for which you have unlimited enthusiasm.’”

“My dad is actually a travel journalist,” Louise explains, “so I would watch him craft these articles, and get to go on these amazing trips and then bring them to life afterwards with his words. And I just thought, this is really cool... I want to try and do a little bit of this.”

After graduating from Durham University with a first class honours degree in English literature, she worked her way from a Starbucks-running, photocopying intern at *Elle* UK to a paid role at *InStyle* UK, which kicked off a long line of styling jobs and magazine gigs. Louise stumbled on screen by chance while working at a wedding title, when her editor balked at the idea of appearing on *BBC Breakfast*, and flung the young journo in front of the camera instead. The same day the segment aired, a producer called asking if she’d like to audition for a new fashion program, curving her career in a new direction.

“Then *Vogue.com* needed a news editor, but they were also starting a TV channel – it was kind of like the first proper online fashion channel,” Louise recalls, having read about the opportunity before promptly putting herself forward as a potential host.

“I just kind of made up an email address from a name that I’d heard. I literally didn’t have a clue, and sent my résumé off,” she laughs. “I sent it to two people and one replied saying, ‘Yes, come in and see us,’ then the other one said, ‘No, we haven’t got anything.’ So I thought, well, I’m going to go with the person that said yes and go in anyway.”

She went in, and stayed in – scoring the editorship and role of host (and producer and director) for *Vogue*’s online arm – and it was here that Louise was asked to anchor the ABC coverage of the Oscars in Los Angeles (broadcast to no less than 31 million people).

“I remember just feeling this incredible energy from the city,” she says. “It’s a very motivating place. There are people following their dreams. I don’t really know anyone who does a regular, nine-to-five office job. Everyone’s an entrepreneur in different ways... just coming up with ideas and actually turning them into realities. So I got really inspired, went back and back [again] and got offered a contract with E! Entertainment and ended up moving. That was seven years ago.”

While choosing “not to get too involved in that pressurised fame game” of Hollywood, her job lands her squarely amongst its players (even meeting new fiancé, Australian director Mackenzie Hunkin, on the circuit) and sees her grill silver-screen royals such as Gwyneth Paltrow, Clare Danes and Brad Pitt.

“I think it’s nice to be able to find the humour in the more down-to-earth side of certain movie actors who maybe you’ve only ever seen interviewed where

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they’re giving out the usual spiel,” she says. “So I enjoy that side of being able to interview people having fun. And of course the fashion – I mean, it’s incredible.”

But she does admit that the pageantry of such events can sometimes get out of hand: “I think the mani cam was the nail in the coffin. It really pissed a lot of people off.”

And, as Louise points out, it spurred campaigns such as #AskHerMore, imploring red-carpet commentators to stretch their line of questioning beyond an actress’ wardrobe selection.

“It’s interesting,” she says. “I don’t think mani cams are a great idea, but at the same time, I think we should ask people about what they’re wearing... That look has taken a lot of artistry and creativity put together, so it’s good to be able to give that credit and be excited about what you’re wearing. I don’t think that belittles a person in any way.”

“At the Emmys, every actress I spoke to wanted to talk about their dress if you gave them the option, and they all felt it was appropriate and interesting – as long as you’re also asking about the acting and deeper, different questions.”

Having launched her blog in 2014, Louise has found herself on the receiving end of a flood of style and fashion queries from a burgeoning fan base, evidenced by her social channels which are now more than a million followers strong.

“I can’t believe how much it’s taken off, it’s really thrilling,” she beams. “And it’s amazing to run my own business alongside the TV [work] – it’s a nice balance.”

Louise, who is also an ambassador for MTV’s Bullied campaign and the Step

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carpet, and seen her foray into fashion design – a capsule collection of pieces created with LA label AF by DF – line the racks.

“You fake it till you make it,” she says of success, “and I give that advice to anyone, whatever situation they’re facing.”

“I think that you can work on confidence... And I know that when I’ve really nailed it with my outfit and I’m feeling good about the way I look, it does make me feel more confident, stand taller and do better. Once the fashion’s a no-brainer, then you can focus on other things, you know?”

In the words of Coco Chanel, which grace the final pages of *Front Row*: “Dress shabbily and they remember the dress; dress impeccably and they remember the woman.”

Up women’s network, hints at adding a new show to the mix this year. And as this story hits the stands, she will have just strutted the 88th Academy Awards red

#### WHAT IS STYLE?

It’s an attitude... It comes from within, it’s like a confidence. Yes, of course it involves cute clothes, but you could be wearing a T-shirt and jeans and flat loafers and you could be the most stylish woman in the world. It just depends how you walk into a room.

#### ANY SHOPPING TIPS?

I stress doing homework before you go shopping. I create little folders on my phone of images, screen grabs, or tearing things out of magazines and getting an idea – even if you’re watching old movies or going to an art gallery and thinking, ‘Okay, I’m channelling Audrey Hepburn,’ or what inspires you. And then going shopping armed with that.

#### CURRENT LABEL LOVES?

I’m such a fan of Aussie fashion. I love Dion Lee. For shoes I love Senso, Sass & Bide for jeans. I’m wearing Manning Cartell right now. I just love all the Aussie brands.



STYLE 101