

Karlie Kloss, Estée Lauder Global Brand Ambassador
Pure Color Envy Rebellious Rose Q&A
Fall '19

What is the most rebellious thing you've ever done?

I cut over six inches off my hair right before a big fashion show. I didn't tell anyone I was doing it, so it was a huge surprise (and a little bit of a shock!) for everyone when I showed up. It was really liberating to make a change like that on my own terms.

What advice would you give to your younger self?

I've learned over time how powerful self-confidence can be. It sounds cheesy, but I would tell my younger self - and all young girls - to embrace what makes you different! I was really self-conscious about my height when I was growing up. I was super tall and lanky – none of my jeans were long enough to fit me properly and I towered over everyone in my class, including the boys. Funny enough, once I learned to embrace it, I was able to turn what once made me feel self-conscious into a superpower.

What is one rebellious act that every woman should do in her lifetime?

Don't be afraid to try out a completely new look. Beauty is all about taking risks, experimenting and discovering what makes you feel confident, even if it's unexpected. I love experimenting with my hair and a couple of summers ago, I bleached it platinum blonde. It's such a fun and freeing feeling to make such a big change.

What inspires you most about Estée Lauder the woman?

One of the reasons I'm so drawn to Estée Lauder as a brand is the entrepreneurial legacy of Mrs. Lauder. She created an iconic brand that has inspired generations of women around the world. As an entrepreneur myself, there's so much to learn from the company she created, and I'm so grateful that our partnership gives me the opportunity to do so first hand.

Estée Lauder once said, "You can be feminine and tough. I rely on my femininity as much as I rely on my toughness." How does that apply to what you do today?

That statement echoes the idea that I live by - you don't have to be just one thing. This idea is something that is core to my coding nonprofit, Kode With Klossy. Code is a really creative skill that can be applied to anything you're passionate about - from advocacy and health care to fashion and beauty - but it's not always thought of as being so multifaceted. Our goal at Kode With Klossy is to show young women the endless possibilities of code and encourage them to pursue their own passions in tech.

How would you style the ultimate "rebel" look — everything from how you wear your hair to your makeup to your clothing?

A rebel look makes you feel fearless. I like to experiment with my style, makeup and hair. I'll often take something classic — like a blazer, power suit or cocktail dress — and add an edgier twist, such as a bright color, print or unexpected accessory. With makeup, I'll add a bold lip, like

the Pure Color Envy Paint-On Liquid LipColor in Rebellious Rose, to make any look stand out and provide an extra boost of confidence.

How would you style the ultimate “rose” look?

To me, a rose look is something lighter and more feminine, like a flowy summer dress and flats. For makeup, I'll keep it simple with a little mascara and the Pure Color Envy Kissable Lip Shine in Rebellious Rose to add a hint of glossy color.

What's the best occasion to wear each formula in the Pure Color Envy Rebellious Rose Collection?

The Kissable Lip Shine is my go-to for every day. It keeps your lips hydrated with Hyaluronic Acid and its neutral shade goes with any look. The Sculpting Lipstick is perfect for a night out when you're looking to make a statement. It's super pigmented and really bold. The Paint-On Liquid LipColor is great for an event. It's very lightweight and doesn't budge for hours, so you don't have to worry about reapplying.