



# Heidi's next project

MODEL, MOTHER, FASHION DESIGNER, AND NOW FRAGRANCE MAKER – IS THERE ANYTHING HEIDI KLUM CAN'T DO? BY TIFFANY BAKKER

It's apt that Heidi Klum has named her new fragrance "Shine", given the glow that always seems to be emanating from within the 38-year-old model and presenter. Here in New York, it's a humid day and Klum is sipping a glass of champagne as she introduces her latest venture to a select group of beauty editors over lunch at the swanky Mondrian Hotel in Soho. Klum talks a mile a minute in her slight German accent as she makes the rounds and looks resplendent in a tight, strappy gold Michael Kors dress that, like the fragrance, reflects her exuberance.

Releasing a signature scent is another string to Klum's quickly expanding bow. Her modelling career began when

she burst onto the catwalks at 19, and she followed it up with her turn as the presenter of *Project Runway* and *Germany's Next Topmodel*. She then dabbled in clothing and jewellery design (for the likes of Victoria's Secret and Mouawad) and tried music and writing. She's also an accomplished artist. Her true career, you might say, is continual reinvention. All that, and she still manages to mother the four kids she has with her husband, singer Seal.

It's an exhausting life, but one she clearly relishes. "I enjoy working hard, and I enjoy raising my children," Klum tells me when we talk later in the hotel's penthouse.

"My father always worked very hard, but he also knew the importance of family," she adds.

Fragrance, in actual fact, is in Klum's DNA. Her father, Gunther, worked for the German beauty company Maurer and Wirtz, which produced the iconic '70s scent 4711, and he often brought home products for his daughter to test-drive.

"Beauty was always a big thing in our house," she says. "I did an internship with the company when I was in school, and my dad made me do everything, from filling perfume bottles on the conveyor belt to working in marketing and package design. I loved that."

When she began working on Shine, Klum wanted to create "something sensual, something sexy". It had to be about more than just a scent. She worked closely with perfumer Olivier Pescheux for a year. Says Klum, "I never thought my nose would recover from sniffing so many scent combinations, but it is all worth it. I want my fragrance to be truly special and head-turning so that people ask the woman who's wearing it, 'What are you wearing? You smell delicious!'"

Klum was very picky when it came to the scent. She said she drove Olivier a "bit crazy" because she kept going back and forth with her ideas. She knew how she wanted it to smell, and she wasn't prepared to settle until it was right. "I don't like sweet perfumes," she reveals. Klum was instead looking for something "a bit muskier and natural. I wanted something long-lasting, but also not hovering and something you just can't stand yourself in because you smell so strong. Those perfumes, you put them on and you go, 'Okay, that's too much.' What I liked was when I was wearing it and people, went, 'Hmm'. You know it's good when someone says, 'Hmm...'"

The final fragrance has top notes of mandarin, Poire Williams, and pink peppercorn; heart notes of mimosa absolute, lily of the valley and sunflower, and to dry it down, features vanilla, tonka bean and musk. "I wanted my fragrance to be ultra feminine, timeless and classic," says Klum, "and I feel that we picked the exact notes that best describe that."

Klum says she appreciates the almost sacramental role of fragrance in our lives. "It's something that completes you. It's the last thing you do before you leave the house: you get ready, you do your make-up, you do your hair, you think about your outfit, you put on your shoes, and then you spritz on a little bit of perfume, and it completes your look, even though you can't see it," she says. "But it's something you feel and it makes you feel a certain way – maybe a little sassier."

As for that name? Sure, she glows, but Klum would be too modest to admit that. And besides, it was actually inspired by Seal. "I get dressed a lot for my husband when we go out," she says. "And a lot of the time he'll be like, 'Wow, you're beautiful, you shine.' And I think that's a wonderful compliment to hear from your husband! It's about being radiant, like a glow that you have. That is part of what we all want and love to hear. I thought it was a very beautiful, positive word."

Indeed, positivity is Klum's mantra. She reckons she doesn't know the meaning of the word no. If she can try anything, she will. Right now running is her new passion: she and Seal compete against each other in time trials, even if they happen to be in different hemispheres. "He cheats, I think," Klum laughs.



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