

Charlotte Casiraghi, 28, on the set of her campaign for Gucci Cosmetics.



IN HER OWN WORDS

CHARLOTTE CASIRAGHI

The model, equestrian, and onetime philosophy student shares what beauty means to her

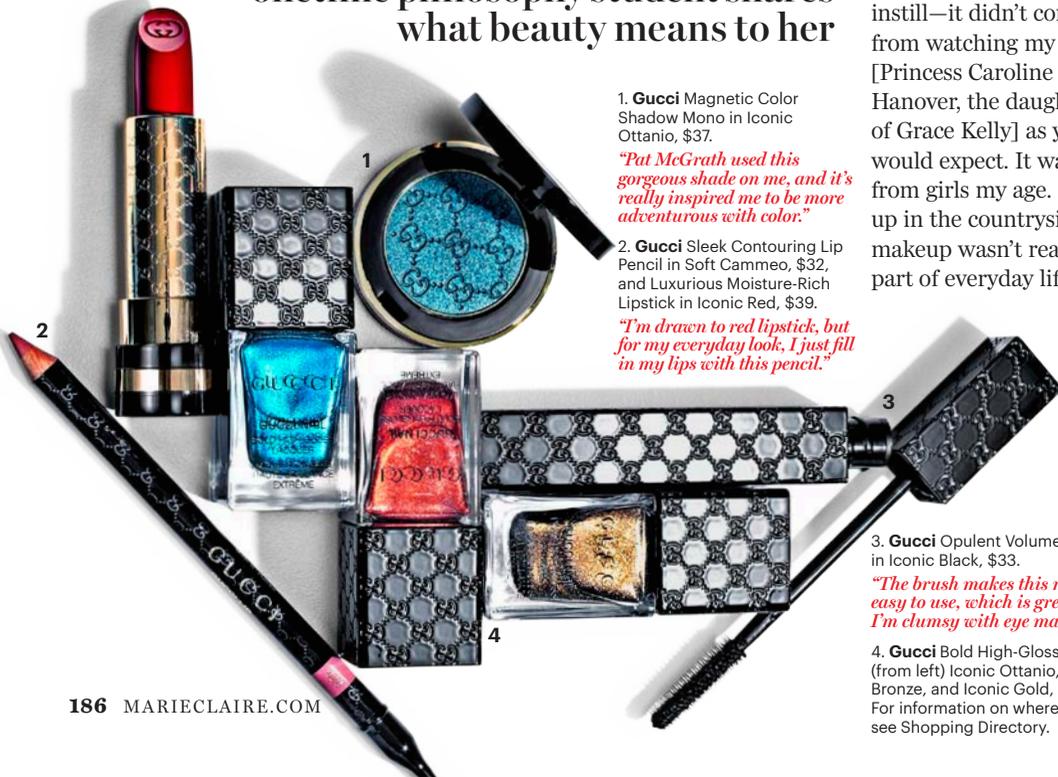
IS BEAUTY IN the eye of the beholder, or is it something that can be measured based on a concept of perfection, as philosophers like Plato once proposed? I've always thought that it's not that interesting to judge beauty objectively, so I take a more subjective view on the matter.

Growing up, I didn't have an aesthetic ideal. Beauty was more of a concept I imagined through writing, or based on films or poems—like the work of Charles Baudelaire, who gave these sensual, mysterious descriptions of women that I found fascinating. Then, when I was 14 or 15, I saw the film *Le Mépris*, and the main character, Camille, had such an impact on me. Yes, she was played by Brigitte Bardot, but it wasn't about the actress; it was more the strength of the woman that was interesting.

When I had my first experience with cosmetics—and the confidence and transformation they could instill—it didn't come from watching my mother [Princess Caroline of Hanover, the daughter of Grace Kelly] as you would expect. It was more from girls my age. I grew up in the countryside, so makeup wasn't really a part of everyday life, but I

had this collection of nail polishes—you know, when you're young you go crazy with 50 different colors and glitter and things—and we would all exchange them. That was how I experimented before moving on to mascara. Foundation is for when you're more mature, and lipstick is the last thing you try. Red lips are gorgeous, but wearing them takes the confidence that comes with age.

I still like to experiment. As the face of Gucci's new cosmetics line, I got to work with makeup artist Pat McGrath on a photo shoot, and she's taught me so much. For one photograph, she did this really spectacular purple and turquoise on the eyes, and it's inspired me to be more daring. The colors are very strong and a bit unexpected, but that's what I like about them. Actually, that combination of surprising colors is a good illustration of my current philosophy: When you see something beautiful, it's not necessarily at first sight. In fact, I don't believe in the concept of a beauty icon—it's too limiting. There are just so many different kinds of beauties I find intriguing, even strangers I see on the street who look interesting, like someone I would like to get to know. The unexpected, the mysterious, the beauty you discover over time—that's what's most powerful for me. —As told to Jennifer Goldstein



1. **Gucci** Magnetic Color Shadow Mono in Iconic Ottanio, \$37.

"Pat McGrath used this gorgeous shade on me, and it's really inspired me to be more adventurous with color."

2. **Gucci** Sleek Contouring Lip Pencil in Soft Cammeo, \$32, and Luxurious Moisture-Rich Lipstick in Iconic Red, \$39.

"I'm drawn to red lipstick, but for my everyday look, I just fill in my lips with this pencil."

3. **Gucci** Opulent Volume Mascara in Iconic Black, \$33.

"The brush makes this mascara easy to use, which is great because I'm clumsy with eye makeup."

4. **Gucci** Bold High-Gloss Lacquer in (from left) Iconic Ottanio, Iconic Bronze, and Iconic Gold, \$29 each. For information on where to buy, see Shopping Directory.