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HAUNTINGS
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AND THE GHOST
THAT MADE HER
+
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HOW WE
LOVE NOW

The Future of Beauty

REVOLUTIONARY HAIR, MAKE-UP AND SKINCARE

MAYOWA NICHOLAS WEARS
CELINE BY HEDI SLIMANE

Reimagining beauty

The beauty landscape has never been more exciting with a new wave of creatives and technologies rising to the fore. To celebrate the moment, ELLE and Snapchat ask four industry legends to nominate the people defining the future of beauty for them, and discuss how they are both blazing a trail

WORDS BY GEORGE DRIVER AND MEDINA AZALDIN
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STYLING BY CRYSTALLE COX

The Expert: Rajni Jacques,
Snapchat global head
of fashion and beauty

The next gen of beauty taught me: "I am not like everyone else".

Growing up, beauty was quite 'follow the leader'. But at Snapchat, it's all about self-expression: being genuine and authentic. I like to think of it as returning to what I call the golden age of beauty, back to that early-Nineties approach where it wasn't about modifying yourself, but enhancing what you already have. You can use AR in an educational way that changes how you interact with beauty in real life, rather than altering who you are.

The future of beauty's next generation should be in the room.

They should know they are supposed to have that seat, and that companies need their ideas and their point of view. It's important to treat skin as more than just the surface.

When I think about who is changing the skincare landscape at this moment, I think of Sepha Carbonari. Sepha's work as a facialist is deep and holistic. If you have a really great craft like hers, it shows no matter what, regardless of whether you're loud about it.

The Trailblazer:
Sepha Carbonari, facialist

I put everything I am into my work.

I'm from West Africa; I'm from a multi-cultural family; my sister is Asian: I like to integrate with wider communities and start a dialogue with people who haven't been to an aesthetician before. I try to consider all types of beauty: my work is for women, men, those who identify as gender-fluid - everyone. My aim is to help people realise we are all beautiful.

I learnt about every skin type so I could elevate my practice.

I studied Japanese techniques, shiatsu, traditional Chinese medicine, reflexology... I want my clients to know I'm educated about how to treat them, wherever they're from and whatever their skin condition. **Great skin is about both your physical and mental health.**

Beauty brands have pivoted to reflect the values people want from a product. I'd like to see spas and treatments do this as well. I don't just prescribe a cream and consider it done. I talk to my clients about their skin in response to what is going on in their lives. It's my job to make these connections. ▶

Sophia (left) wears cardigan: £1,260, and trousers: £1,120, both from ASU. Jean: £160, K&S at MATCHA. Earrings: £95, COMPLETEDWORKS at THE FAIR BRIDE.

Rajni wears vintage Emporio Armani suit: £250, ATELIER NINETY FIVE.

PHOTOGRAPH BY LAUREN MACCABEE. STYLING BY CRYSTALLE COX. HAIR BY JESSICA BROWN FOR L'ORÉAL PARIS. MAKEUP BY JESSICA BROWN FOR L'ORÉAL PARIS.