

STYLE AND SUBSTANCE



JENNA LYONS, THE EXECUTIVE CREATIVE DIRECTOR AND PRESIDENT OF J.CREW, ON CULTIVATING CREATIVITY, PLANNING HER FUTURE AND TAKING THE PERFECT SELFIE. THIS IS WHAT 47 LOOKS LIKE

ON HER UNIFORM “I love clothes, but I’m most comfortable in a perfectly tailored blazer, white button-down shirt and my navy-blue five-inch d’Orsay heels.”

ON WONDER PRODUCTS “At my age, I need brightening! I grew up in California and I was a lifeguard, so I spent a lot of time in the sun. Arcona Brightening Gommage [\$52; arcona.com], an exfoliating mask, has saved me.”

ON HER SIGNATURE UPDO “All seven strands of hair go into a bun every single morning, and that’s it. After I had my son, everything changed. Now I have a whisper of a head of hair.”

ON INSPIRATION “It comes from all places: art, architecture, music, magazines, fabric. And they all feed each other.”

ON AGING “I envision someone coming into my office, putting a cowbell around my neck and ushering me out to pasture. I’m only half kidding! I look at my mom, who is still so engaged with the world [she teaches piano to children], and I think that’s a key to feeling young. Being youthful is more than what it looks like on the outside.”

ON IMAGE “Recently I scrolled through pictures people had taken with me at events, and I was horrified! They’re shooting up at me because I’m so tall, and the lighting is terrible. So I decided to commandeer the selfie! I bought a case with lights [\$45; lumeeecase.com]; when I hold the camera at the right angle and distance, it makes all the difference.”

ON LIFE’S BIGGEST LESSON “Nothing worth having comes easy.” ©