

Could we just stop at 'YOU LOOK GREAT'!



KELLY HOPPEN

'Age has nothing to do with it'

South African-British interior designer Kelly Hoppen CBE, 64 – of the distinctive strawberry blonde curls – echoed the sentiment that age is not a determinant of beauty: 'I never think of the number that I am. I just feel good. It has nothing to do with my age. And I don't want someone else to remind me when they say, "You look good... for your age." I look good because I feel good. That's the glory of being older. You can harness your power at this age.' Announcing her involvement in the Age Perfect campaign last November, the interior designer said, 'I can't tell you how surreal it felt saying "I'm worth it!" for this campaign, and so are all of you.'

These famous faces are the epitome of looking fabulous and embracing their individuality – just stop praising them 'for their age', they say...

Strong, vibrant, confident and hugely successful in their chosen fields, famous faces, interiors guru Kelly Hoppen, chef and presenter Andi Oliver, radio DJ Jo Whiley, and acting royalty Helen Mirren are all proud ambassadors for top beauty brand L'Oréal Paris' Age Perfect campaign. They agree strongly on one thing: they've had quite enough of hearing, 'You look great – for your age.' As the brand's latest beauty campaign suggests, 'Could we just stop at "you look great"? Do we have to make it about our age? Do compliments have to come with caveats? Who's counting? We are age perfect – and we're worth it.' We could not agree more, ladies...



HELEN MIRREN



JO WHILEY

'We're obsessed with age!'

Radio 2 DJ Jo Whiley, 58, a mum-of-three, admitted sadly as part of the campaign that as a society, we are still 'obsessed with age' – and it's got to stop! 'I remember being referred to as an old woman when I was probably about 30. Interviewing bands and journalists would say, how does it feel to be interviewing them when you're old enough to be their mother? I remember thinking... oh gosh, so soon?' she added. 'Be proud that you've got the number of years behind you that you have – when I was younger, I didn't have this confidence. I'm proud to be the woman I am now. I'm happy in my own skin.'

'I prefer to say we grow up...'

Award-winning actress, Dame Helen Mirren DBE, 78, is a champion of looking fabulous, experimenting with her style, and projecting confidence, no matter what time of life you're at. She said: 'I prefer to say we grow up, rather than we grow old. I've heard it all before. I'm getting rather bored of it. But that doesn't mean we shouldn't keep stopping them in their tracks every time we hear those three little words, "for your age". Sisterhood is worth its weight in gold. As women we strengthen each other. We have to stick together for better or worse. I've said it before, but I promise, you'll want to be exactly where you are with everything you've experienced.' In a recent interview, the actress expanded on

her refreshing thoughts on beauty and ageing. 'There are incredibly beautiful people in the world, and it's an absolute delight to look at them, male or female,' she mused. 'But most of us are not beautiful. We have other stuff, which is just as powerful as beauty. And I would like to see us celebrate those things.' We couldn't put it better ourselves. Once a Queen, always a queen...



ANDI OLIVER

'It's about happiness & confidence...'

Bubbly chef and broadcaster Andi Oliver, 60, mum to TV presenter Miquita, simply doesn't get the fixation with age, when we talk beauty. 'I'm not sure what people expect from a 60-year-old woman. We feel good. We look good. We're in our full power.' But, as she adds, looking good 'isn't necessarily about chasing your youth.' 'Looking good is about happiness and confidence... I feel stronger, more energetic, more confident, more able and content to be me than ever before.' Now if that's not an inspiring way to live your life, we don't know what is...