



NATALIE MASSENET INTERNET ENTREPRENEUR

The founder of net-a-porter.com reveals what makes her click

Do you keep any secret beauty weapons in your make-up bag? Black liquid eyeliner from Estée Lauder, Shu Uemura's Glow-on bronzer and eyebrow manicure in brown, Shiseido's powder foundation (which I have been wearing for 15 years) and Gianni Versace Perfume. I swear it is the best perfume in the world – musky, fresh and sexy all at the same time. Once I find something good, I hold on to it.

All-time favourite lipstick? Twig by MAC. It's slightly darker than my own lip colour, emphasising my lips without making them look too made-up.

Do you buy make-up over the Internet? Yes, it's perfect for me, as I am constantly rebuying products. It's great if you haven't got much time.

Who's your beauty icon? Audrey Hepburn.

Your amazing eyes are your trademark. Do you have any tips on making them up? To get a fresh, natural look, I apply mascara to the base of my lashes and smudge a little black eyeliner along the lash line. I think that for daytime, make-up should be minimal – the worst thing is to look over-made-up. If it's evening, I stick to dark, smoky eyes with a Chanel black eyeshadow.

What beauty tip will you pass on to your daughter? Don't over-pluck your eyebrows when you're a teenager, and use a good moisturiser.

Who does your facials? I am pretty low-maintenance and have never had a proper facial. I love Eve Lom's products – she gives amazing instructions on how to do a facial massage, so you still get the benefits from doing it at home. But I do have massages when I'm travelling.

Best massage you've ever had? It was at the Bath House at the Royal Crescent Hotel in Bath (tel: 01225 823333). It was a shiatsu massage

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and the masseur was also a healer – he cured a pain in my side that I had had since giving birth.

You always look glamorous, even when you have just got off a 15-hour flight. How? If your hair looks good, you're halfway there. So I do a blow-dry and use hair-straighteners. I take off old make-up and use a mask when I can, then splash cold water onto my face and reapply my make-up. This makes you look as though you have slept for 10 hours.

I'm guessing you don't have time for manicures and pedicures. How do you keep your nails looking good? It's all about keeping them clean, filed and covered in lots of clear nail polish. I use white nail sticks from Boots to keep the tips white, which I can do in the back of a cab on my way to a meeting.

Who cuts your hair? Helen at Ilium (tel: 020 8960 2545). I have been going to her since I was the fashion editor of *Tatler*. One of my friends, who is a beauty editor, flies back from New York just to see Helen.

Do you believe in Botox? Yes, I do. Anything in moderation is fine if it makes you feel better.

What's the hardest thing about staying beautiful? Trying to squeeze in an afternoon with my colourist, Patrick, at Daniel Galvin (tel: 020 7486 8601).

What's your idea of luxury? Going away to the country, the sound of nothing and sleeping in late.

What makes a woman beautiful? Smiling and being confident. But a cute haircut always helps, too. **Fiona Jolly**