

## Style

## How to look memorable



Anna Berkeley

## Ask a stylist

**I am fed up of people I have met several times saying “nice to meet you” — is there a way to look more memorable?**

For most of us, being recognised and remembered is important. We all know it takes a matter of seconds for opinions to form when we meet someone new. Instead of focusing on the clothes, which are important, I am going to shine the spotlight on the head and face this time.

When I work with clients, I like to help them develop their style confidence — or a signature, if you will.

Start by thinking about women you admire: this could be a friend, relation, colleague or someone in the public eye. What is it about them that draws you? Try and find a thread that runs through how they present themselves.

One of my all-time inspirations is Cate Blanchett. She's always statuesque, poised and invariably in some kind of exquisitely tailored outfit that has a fabulous silhouette, colour or fanciful detail. There is always a bit of drama to her looks.

Blanchett is mainly photographed on the red carpet, whereas I rarely leave the house of an evening. However, the essence of what she chooses strikes a chord for me. And, of course, she has immaculate make-up — choosing either a dramatic eye or colourful lip. Having not changed my make-up routine for a good decade, this is something I would personally like to master before I hit the big five-0.



Take the punchy lip colour. This can definitely work — I have seen it in action.

A mum I used to see regularly on the school run on her way to work always rocked a bright red lip. I never, ever saw her without it, which always impressed me. She looked “done” no matter what and boy did we notice her.

My trusted make-up artist friend Graziella Vela recommends Charlotte Tilbury for its choice of colours and texture, and Giorgio Armani for its long-wearing shades. Choose a lip pencil close to the colour of the lipstick. Graziella loves Nars velvet matte lip liners — apply this first, soften with a brush inwards, then add the lipstick.

A word of warning: make sure you choose a lip colour that suits your skin tone. Steer clear of rusty, warm reds as they will bring out yellow tones in teeth; bluer reds will make teeth whiter. If your skin tone is warm, then a deep wine colour is the safest bet.

Another great face framer is the humble pair of glasses. It's not that long ago that glasses were seen as an unwelcome necessity. Now there is a huge array of frames to choose from.

I know they can be expensive, but this is a definitive, and fun, way to

ramp up your look. You want colours that complement your skin and hair, and don't forget to consider face shape.

What I am thinking about here is two or three frames that are different colours for different moods and looks. Glasses can say so many things — they can make you look serious or fun, whatever you want to say, really. A strong navy would suit serious work scenarios, but try yellow for a creative environment or red for a power play.

Viktor & Rolf's lilac-tinted Vision women's glasses (£169, [speccavers.co.uk](http://speccavers.co.uk)) are perfect on a square, oblong or rectangular face.

Or try something incredibly stark by Prada — these frames will require well-defined eye make-up so they don't overpower you.

Alternatively, there are some incredible shapes, unusual materials and bespoke options at eye-company.co.uk. And check out Anne et

From left: Simone Rocha clip, £75, [simonerocha.com](http://simonerocha.com); Prada glasses £290, [selfridges.com](http://selfridges.com); Charlotte Tilbury lipstick, £26, [charlottetilbury.com](http://charlottetilbury.com)

Below: stylist Véronique Tristram wears heavy-framed glasses — Getty Images



**Keep attention around the face and head as this is where you want people to look when they first meet you**

Valentin — I love the Foryou in pink and red, which would flatter a round, pear or oval face. And, lastly, don't do a fancy earring with glasses — it's too much.

How about changing your hair colour? It can be a dramatic turnaround if you get it right.

If you do decide to do a bold hair colour, bear in mind you may need to adapt your make-up and clothing to sit with your new look. A lot of people forget this! Try a wig first to check it is going to work for you.

As a very general rule, if you go blonde from dark you will want softer colours in your wardrobe and going darker requires you to increase the contrast/pigment level in your colours.

Alternatively, having a killer haircut can get you noticed — what self-respecting woman hasn't longed for Vicky McClure's high flick or Demi Moore's dark mermaid locks?

Condition it well — beautiful hair is always noticed. I love everything by Olaplex; it can truly rebuild your hair.

You could also try using decorative hair clips for adornment such as a pearl one by Simone Rocha. I realise there is a fine line to walk here — you don't want to look like you're attending primary school.

Anna Berkeley is a personal stylist who has worked in the fashion industry for more than 25 years. Every month, she will answer readers' questions about fashion and what to wear. Email her at [anna.berkeley@ft.com](mailto:anna.berkeley@ft.com)

**Wellbeing | The ancient practice of communal bathing is back in fashion, writes Hannah Marriott**

It's a Thursday morning in Brooklyn, and a young man in a bell-shaped felt hat is vigorously pumping a branch of oak leaves in my direction. I'm in a banya — the eastern European equivalent of a sauna — deep in the bowels of a new, 50,000-square-foot spa, experiencing a “steam massage”, also known as a *parenje*.

I am crimson-faced and sweating into my swimsuit. But I am on trend. You only have to look at Instagram or TikTok, where stars from Lady Gaga to Gwyneth Paltrow to the Beckhams post pictures from saunas, to see the steam rising. The sauna at the Parliament Hill Lido in London is “struggling to cope” with the influx of newcomers during the past year, a manager said. On Instagram, a search for the hashtag #saunafit yields more than 33,500 results.

World Spa, the sleek, gargantuan spa where I'm having my humid banya experience, feels like the embodiment of the trend, with its dizzying (sometimes literally) array of heat-based

**‘We are coming back together, and this is the best place to celebrate that’**

experiences over three floors. As I learn during a sweaty tour through its pine-scented chambers with project director Leonid Khanin, there are thermal rituals here from around the world, including two Russian banyas. There is a drier Finnish sauna too, and a futuristic-looking infrared sauna, which is designed to heat the body in a less intense way, without warming the air around it, as well as Turkish and Moroccan hammams.

There are also pools and restaurants — including one from a Michelin-starred chef — and a “snow room” (it features “real” falling snow, which I am encouraged to smooch on my sizzling face). Together, they invite a full day out. “We are hopefully done with the worst of the Covid stuff,” says Khanin. “We are coming back together, and this is the best place to celebrate that, because it gives you an energy boost, an



# So hot right now



amazing opportunity to refresh your immune system, the combination of healthy food and treatments. It's basically a ticket back to social life.”

Although the health benefits of saunas, banyas and the like may not be quite as concrete as that (on which more later) the link between steamy chambers, relaxation and community has been embedded in a variety of cultures for thousands of years, from the ancient Romans and Greeks to Aztec and Mayan *temazcals*.

New York City, with its melting pot of cultures, has long been famous for its bathhouses, including the East Village institution Russian & Turkish Baths, established in 1892, as well as a smattering of South Korean *jjimjilbang* (one Korean-influenced spa, Spa Castle in Queens, has a full “sauna valley”). In the age of Goop, luxury sauna experiences have also entered the scene, ranging from The Well, a wellness-themed club offering infrared saunas, to Bathhouse Williamsburg, a dimly lit, womblike sanctuary filled with saunas and pools of various temperatures, to Aman New York, the buzzed-about new Manhattan hotel, which has made banyas and hammams central to its 25,000-square-foot spa space.

Some of the recent heat about saunas

began during the early months of the pandemic, when multiple sauna manufacturers reported staggering sales as at-home saunas became a self-soothing tool for the 1 per cent. Hailey Bieber was among those Instagramming from her quarantine sauna in a bikini, while the Beckhams posted pictures of their Estonian sauna pod.

Alexander Lazarev, director of The Bath House, a banya in Belgravia that counts David Beckham, Guy Ritchie and Justin Bieber among its clients, thinks Covid has sparked interest in communal thermal experiences — a result of the post-lockdown yearning for health and togetherness.

Running a business rooted in Russian culture has not been easy, though. In March 2022, Lazarev — who is Ukrainian — posted a social media statement expressing his disapproval of the war, concerned that some customers would assume that he was pro-Putin.

“The banya tradition is probably five to seven centuries long — this cultural health institution exists longer than any political [sic] or government,” he says. He thinks customers understand this now, and the banya is as busy as it has ever been. He attracts people who find stress-relief difficult to come by, he explains; who value “socialising with friends, the feeling of wellbeing that



comes from treatments and having a nice meal afterwards”.

Many proponents of saunas say they make users feel relaxed and energised. But there is a lot of hot air in the sauna world too, with some claiming infrared saunas eliminate toxins, boost metabolism, support weight loss and strengthen the immune system. In 2021, Paltrow notoriously claimed she had used an infrared version to help her deal with long Covid, much to the chagrin of the medical director of NHS England, who publicly urged her to stop spreading misinformation. (Goop currently has a two-person full-spectrum infrared sauna for sale for \$8,099, should you fancy one.)

Some studies about infrared saunas have linked them to astonishing health benefits, including lower blood pressure and reduced chances of fatal heart disease, dementia, stroke and neurological decline. But Jonathan Jarry, a science communicator for the scientific literacy organisation McGill Office for Science and Society, says that while there are some positive short-term changes that occur in the body during a sauna, generally the body returns to normal within a few hours. He points out that some claims (such as “support weight loss”) are so vague that they don't mean any-

thing, while other claims, like detoxing, are “not really based in scientific facts, and are often based in chemophobia — an irrational fear of chemicals”. The studies that have made specific claims about saunas' health benefits are nowhere near conclusive, he adds.

In his view, there are plausible claims that saunas can help with temporary pain relief, but everything else “is a giant question mark”. He also points out that while for most people saunas are safe, there are some risks to be aware of. Mixing alcohol with sauna bathing can be dangerous. “There are certain people with certain cardiovascular conditions that should abstain.”

“I am not anti-sauna,” he clarifies, “any activity that promotes relaxation is good.” But he does want to point out that any other of the myriad benefits associated with saunas “haven't yet been proven”.

Which might put you off that \$8,099 sauna purchase, but doesn't make the idea of spending a day in a public sauna any less lovely, in my view.

Recently I took a friend I hadn't seen in months to Bathhouse Williamsburg. We spent hours talking about everything from mortality to *The White Lotus* — it was like catching up over cocktails, minus the promise of a dual hangover.

