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# FASHION



## THE ONES

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## On the RHODE

In a sea of celebrity beauty brands, Hailey Bieber's Rhode manages to stand out. Souzan Michael Galway talks to Bieber about what makes the minimalist brand different.

Lip Treatment (\$24 each). The entire lineup can also be purchased via The Rhode Kit (\$142). “The idea behind the launch was ‘What are the three products I couldn’t survive a flight without?’” Bieber explains. “Or ‘If I was stranded on a desert island and could only have three products with me, what would they be?’”

After all, during her years in the modelling industry, Bieber learned the hard way that less is definitely more when it comes to skincare. “When your skin barrier is healthy and happy, your skin is healthy and happy,” she explains. “But so many things can disrupt your barrier, like travelling, the environment and using harsh products. When I was a teenager, if I was having any sort of breakout, I thought throwing salicylic acid on it would fix it. You just want to get rid of it so you try to burn it off. But Rhode is focused on hydration and a healthy barrier.”

The clean, minimalist look that Bieber has become known for is Rhode's aesthetic as well—right down to the brand's muted grey-and-white packaging. “My technical title at the brand is founder and creative director,” says Bieber, who counts fellow beauty-industry giants Jen Atkin, Pat McGrath and Joanna Czech as mentors and supporters of her brand. “Coming from the fashion industry, I'm obsessed with imagery, so things like packaging and branding take a lot of time because I'm so specific about the little details.”

Bieber believes that those details only strengthen her connection with her fans and contribute to the success of the brand. “I feel like I'm in sync with my audience,” she says. “That makes me really happy because that's such a big part of creating a brand for people who look to you for your style or your skincare routine or your aesthetic.” Perhaps Bieber has indeed cracked the code to launching a successful celebrity beauty brand. Rather than attempting to be everything for everyone, she connects with and speaks to the consumers whose Pinterest boards she frequents. And clearly it's working.

So what's next for Rhode? Growth and expansion, of course—into new markets (Rhode launched in the United Kingdom this past spring) and new categories. The brand's latest launch is Glazing Milk (\$44), a silky ceramide-rich facial essence that boosts barrier function and leaves skin hydrated and glowy. But don't expect a sudden explosion of product offerings from Rhode. “I think a 10-step routine is unnecessary,” says Bieber. “But that's just me.” ■

PHOTOGRAPHY: (THIS PAGE) BIEBER BY ADRIAN MARTIN; BLUSH SWATCH VIA ISTOCK; (OPPOSITE PAGE) BIEBER BY STEVIE DANCE.

If perfecting the “model off duty” style were an Olympic sport, Hailey Bieber would be a gold medallist. The 26-year-old model turned brand founder is a Gen Z fashion favourite and a fixture on Pinterest thanks to her signature look: an oversized blazer paired with minimal makeup, glowing skin, sleek hair parted down the middle and almond-shaped nails. A little over a year since its launch, Rhode, her tightly

curated brand of thoughtfully formulated basics (which expanded into Canada this past spring), regularly boasts a waitlist of over one million across its handful of products. In today's ultra-saturated beauty climate, which sees new brands launching at head-spinning speeds, it's safe to say that Rhode has cut through the noise to become a smashing success. The question is “How?”

“The beauty industry is very crowded,” says Bieber on a video call. “There are

so many amazing brands out there. I wanted to be a brand that could put out that one really good moisturizer or that one really good lip treatment.” Proving that her commitment to minimalism is more than just an aesthetic choice, Bieber launched Rhode with only three products: Peptide Glazing Fluid (\$44), an instantly plumping and hydrating gel serum; Barrier Restore Cream (\$44), a barrier-supporting cream moisturizer; and three flavours of the beloved Peptide

## Top Shelf

Hailey Bieber's tried-and-true beauty essentials.



1. “This has a nice texture that's perfect for layering. I mix and match shades depending on the look I'm trying to achieve or use it on both my lips and eyelids if I want a monochromatic look.”  
**Milk Makeup** Lip + Cheek Cream Blush Stick, \$32

2. “I love the creamy texture. It's subtle, so one swipe provides a nice sheen, or you can build it up for a more intense, bold finish.”  
**Tom Ford** Shade and Illuminate Cream Contour Duo, \$115

3. “This product makes it so easy to enhance your features. I gravitate toward the pinky-taupe shades because they're similar to my own lip colour, which gives me a natural-looking contour.”  
**Tower 28** Beauty OneLiner Lip Liner + Eyeliner + Cheek Pencil, \$19

4. “I layer this on top of lip liner for an extra-juicy finish. It smudges the colour evenly over my lips, which I love.”  
**Rhode** Peptide Lip Treatment, \$24

5. “I've been using this on my brows for years. It defines my natural shape and sets them in place all day.”  
**Anastasia Beverly Hills** Strong Hold Clear Brow Gel, \$30

