

# THE DELEIVINGNE EFFECT IN FULL BLOOM



**POPPY DELEIVINGNE CELEBRATED HER BIRTHDAY IN NEW YORK LAST WEEK ON THE EVE OF THE MET GALA,** at a charity village fete

surrounded by her Brit-girl glossy posse including Sienna Miller, Alexa Chung and Theodora Richards. And as we watched the other Delevingne dance into the last year of her twenties, we couldn't help but wonder, has everything magically fallen into place for Poppy?

"Poppy is always a pleasure to dress," reveals Roberto Cavalli Creative Director and her BFF Peter Dundas explaining why the fash pack has fallen in love with her. "She's pretty, she's stylish, bright and lots of fun. She has a slight hippy attitude that I find totally seductive. She is also incredibly kind."

Many a brand has used the Delevingne moniker to inject the It-Brit factor to their credentials. Delving first into modelling for a family friend's clothing line in 2008, the long-legged model soon secured her place in the fashion world by notching up campaigns for fashion brands like Anya Hindmarch, Mango, Burberry, Karl Lagerfeld and Chanel.

While Cara may have stolen the spotlight – and the model-of-the-moment tag – by scoring ad campaigns for Saint Laurent by Hedi Slimane and Burberry Beauty, Poppy's proved herself yet again by being named the inaugural picture-perfect ambassador for Jo Malone London.

Long before Poppy became the Jo Malone London Girl, the 29-year-old used to find it incredibly difficult to decide which scent to choose especially because fragrances tend to spell so many unique narratives. While she never wanted to conjure up images from the past with the fragrance she wore, there was one aspect of scents of which Poppy has always been certain: its capability of evoking nostalgia and sentiments.

"My first memory of fragrance is all about my mother. She always smelt so floral when I was a child – of lilies, jasmine and violets. I have no idea where these fragrances came from but she always had

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shiny, sparkling bottles piled up on her dressing table and I have been fascinated ever since," she exclusively tells *Grazia*.

She's known and loved for her effortless chic style, that sees her switching between Chanel, Emilio Pucci, Michael Kors with ease, but Poppy's rules are simple – choose your fragrance first, then the outfit.

"Scent, for me, always takes pole position. I usually apply my scent before I get dressed. I start with a bath oil, then body crème and finally cologne," she explains.

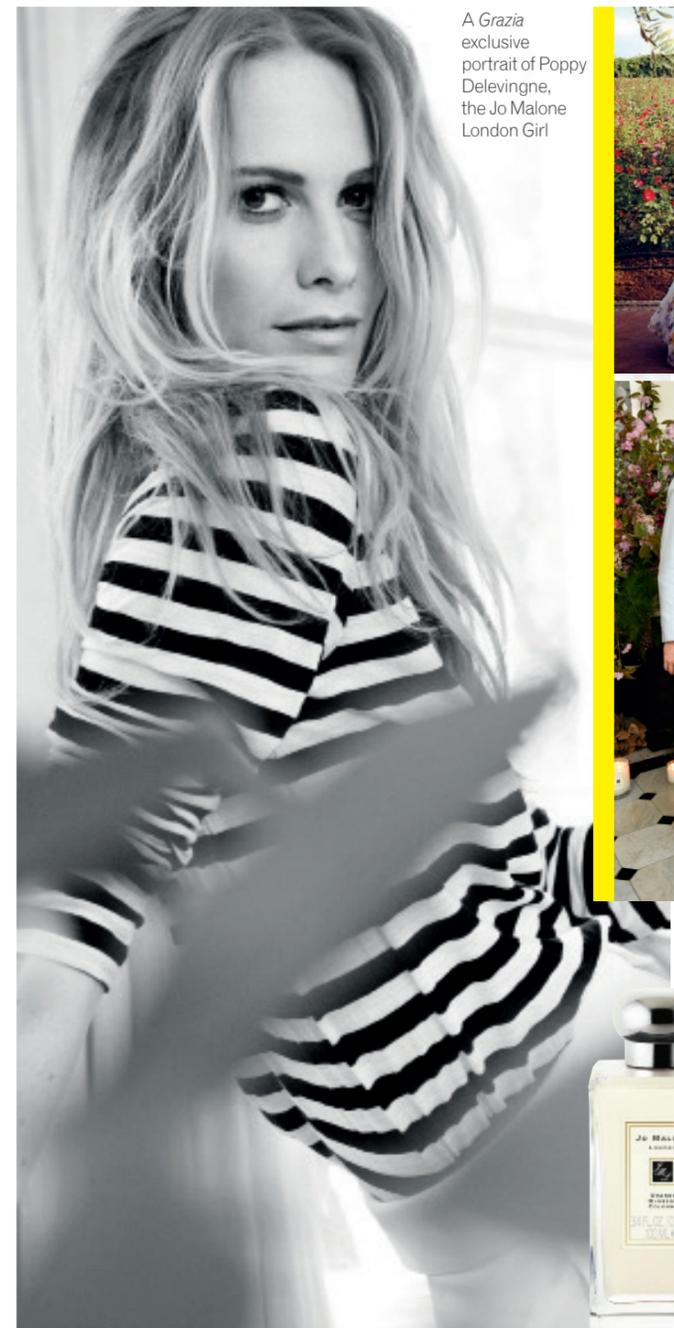
This love affair with the feted fragrance house isn't a fleeting flirtation. Poppy has been an enthusiast for years. "I started wearing Jo Malone London's Red Roses when I was 22. I smelt it on a friend of mine, loved how gentle and sweet it was. The very next day I was at the shop buying my own bottle," she muses. "This was also the same time that I met my now husband James. The first thing that drew me to him was his scent."

The couple first met in Ibiza, where Poppy was spending a summer with her sisters and girlfriends. But was it love at first sight for them? Almost.

Poppy revealed, when she first met James, it was a rather unglamorous encounter. "I wasn't even in a sexy bikini, but we just connected," she recalls. Lucky for the rest of us, because that odd meeting resulted in one of the most talked-about and beautiful weddings of 2014, one that still makes Poppy blush like a bride.

With the pressure of booking venues, getting two bespoke wedding dresses – Chanel Haute Couture and Emilio Pucci respectively – planning the celebrity-heavy guest list, Poppy was particularly worried about her signature wedding scent, one that would work for both ceremonies but still be special. "Before I got married a friend told me that I needed a wedding scent, so that whenever I smelt it, it would remind me of the best day of my life," she confesses to *Grazia*.

"We scented the Kensington Orangery – the venue in London – with Orange Blossom candles and diffusers, and I wore the cologne as well. Then the wedding in Marrakech was scented with laughter



A *Grazia* exclusive portrait of Poppy Delevingne, the Jo Malone London Girl



Above: Pictured here at the Jo Malone London Blossom Ball, Poppy first met her husband James Cook in 2006

Jo Malone London Orange Blossom cologne **Dhs600**

and long nights and the same fragrance. James wore Amber & Lavender and he still wears it now. Whenever I travel without him, I take a small bottle with me. It makes me feel like I'm right back home where I belong," she adds sweetly.

When Poppy isn't jetsetting with her famous BFFs, the model-turned-actress likes to return to her Notting Hill townhouse which she shares with her husband in London. "When I am home I'm bonkers about candles and can be known to lights hundreds, even in the middle of the day. When I want to relax I love Wood

Sage & Sea Salt... when I have people over I love Lime Basil & Mandarin as it reminds me of naughty late nights," she laughs.

While Poppy prepares to play the lead role in Guy Ritchie's new movie entitled *Knights of the Roundtable: King Arthur*, her social calendar will not be taking a backseat. The new brand ambassador will be hosting high-profile parties as the Jo Malone London Girl in London and Los Angeles, so it looks like this Delevingne's about to give her little sister a tough competition on the party circuit, the big screen and a billboard near you. **!**