

# lucire

AUGUST 2004

Gabriel  
Scarvelli  
One designer can  
change the world

## American idol

The true idol look

## A light exists in spring

The gap  
between seasons

## The circuit

Hot off the  
catwalks at  
Sydney, Toronto,  
Los Angeles, Miami

## Hilary Rowland

Model  
businesswoman

## Bronzing

Regardless of the  
season

## Cocktails in London

The trendiest  
bars in town

## Permanent make-up

We expose the  
dangers

# juicy style

# L' O R



MCCANNW195-R

Laetitia Casta wears Glam Shine No 38 Gold Holographic

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PARIS

Lip-plumping effect with  
changing colour tones.

New

# Glam Shine HOLOGRAPHIC

MOISTURISING LIQUID LIPSTICK

VIBRANT 3D HOLOGRAPHIC SHINE

6 New Holographic Shades: From different angles, light bounces off lips for a multi-tonal colour effect. A new holographic shine, vibrant and dazzling.

BECAUSE YOU'RE WORTH IT.

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Smooth moisturising  
non-sticky texture

L'ORÉAL  
PARIS

L' O R

**Step 1 Fortifies**

Conditioning micro-fibre primer  
with Ceramide-R  
lengthens and fortifies lashes.



NATALIE IMBRUGLIA IS WEARING DOUBLE EXTENSION MASCARA IN BLACK.

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**Step 2 Extends**

Takes lash length further  
as it coats with rich colour that  
won't clump or smudge.

This is no ordinary mascara!  
**Fortifies lashes, lengthens +60%**

NEW

**DOUBLE EXTENSION**  
LASH FORTIFIER & EXTENDER

BECAUSE YOU'RE WORTH IT.

**L'ORÉAL**  
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**2 DOUBLE EXTENSION**

2 patented brushes.  
Proven spectacular results.

# Business model

*Lucire* may have been a pioneer in its category back in 1997, but by then Hilary Rowland was already a web site veteran. **Jack Yan** speaks to the Toronto-based model, entrepreneur and editor of *Hilary* magazine, whose schedule would be feared by even Condoleezza Rice  
PHOTOGRAPHED BY ARASH MOALLEMI

IN 1994, it wasn't much of a surprise that two guys from Stanford University were wagging class and putting together some directory called Yahoo!. This was California's South Bay—home of the internet boom, *Wired* magazine and Clinton-era geekdom. But one of the original women's interest and fashion web sites was founded that year, too, by a teenager who would go on to be a model.

While Yahoo!'s service has steadily dropped and CEO Terry Semel's arrival has made it into something resembling another boring American company, *Hilary* magazine—or to give it its official setting, HILARY—continues to grow and celebrates its 10th anniversary. It has run for longer than some far better financed women's sites and it has survived where many have failed. Names such as *Fashion Internet*, *Fashionmall* and *Lumière*, all of which were leaders by the mid-1990s, have either disappeared or become sporadic. Even *Fashionbrat*, New Zealand's first online fashion web site from the time, has since gone into cyberheaven, just as its parent, Wellington Polytechnic, has metamorphosed into Massey University.

Founded by Canadian entrepreneur Hilary Rowland, now 24, *Hilary* originally emerged as a labour of love. Rowland, armed with her Power Mac, decided to start an online portfolio service for models. Only recently redesigned, New Faces Talent continues to be an authority in online services for models. Next came *Hilary*, which has the unique claim of being North America's longest-running online women's magazine.

It was never founded with a five-year business plan, let alone one that would take it into the twenty-first century. 'I really had no idea, actually,' Rowland told *Lucire*. 'I started *Hilary* magazine out of passion, because I love writing and creating. I was just happy to have an outlet for my many opinions!'

She was self-taught: in 1994, there was no such thing as a web design course. She did

**At high school, she admitted to not being part of an in-crowd, forced to form her own character. In such realms, pioneers are often born**

have two advantages: her mother headed a graphic design department, and both parents were supportive of her endeavours. A third advantage, though Rowland will probably not give herself

sufficient credit for it, is her awareness of who she is. At high school, she admitted to not being part of an in-crowd, forced to form her own character. In such realms, pioneers are often born.

She had begun her ventures before there were any doubters: 'I started before people had any comments at all—before people had an opinion because they didn't know anything about the 'net. It was a fluke, really.' It would be one of several occasions in our interview where



## OUR PEOPLE HILARY ROWLAND

Rowland would put her success down to something other than herself. 'Same as you?' she asked. From that point, she placed this writer's own web publishing journey, which began the same year, into perspective: a sister magazine to *Lucire* began in 1994. Some of the interview rested on Rowland discussing the finer points of web advertising and promotion.

*Hilary* now has a team of writers, who 'take reader feedback very seriously.' The goal that has emerged is a greater one than sharing opinions—the motive that drives so many "bloggers" today.

'The grander goal is to be a voice for our generation—not just for a few people.'

Yet this model-businesswoman, who was at the forefront of web development before most people even contemplated getting an email address, dislikes cellphones.

### ***Hilary's goal is a greater one than sharing opinions. 'The grander goal is to be a voice for our generation—not just for a few people'***

Other than being a beauty who was once linked to a certain Oscar-nominated actor, Rowland is atypical amongst those who took part in the original rise of the dot com. For starters, she has not taken a back seat. It had been reported that she worked 70 hours a week, but she says the figure is lower: it's still a far higher-than-average 60 hours.

'I think that's mostly due to the fact that I have built my online businesses [aside from *New Faces* and *Hilary*, there is *supermodelguide.com*, a guide on modelling] to a point where they don't require as much maintenance as they used to.' She is quick to credit her colleagues for taking some of the load off, although she still updates *Hilary* daily. (In fact, Rowland constantly promotes the fact that the magazine is a team effort, habitually putting her success down to fellow writers, interns and luck.)

*Hilary* is no longer the writings of a teenager with an opinion. Rowland has the chance to travel to review resorts and can interview those in the limelight because she speaks as one of the initiated. A quick web search already reveals that she had been snapped as an A-lister at the Golden Globes a few years back. Her modelling career has taken her—and continues to take her—around the world, with much of her time divided between Toronto and New York. In the magazine now is an exclusive interview with Oscar winner Hilary Swank (when launched the cover proclaimed 'HILARY meets Hilary'), replaced only recently by a feature with Cameron Diaz; they are both actresses with whom Rowland shares a down-to-earth nature. And like this magazine for many years, *Hilary* could be mistaken for a title in print—and Rowland has maintained the illusion by having a mock, print magazine-style cover on her site.

It's the modelling career—she had signed on with Ford Models—that also spurred her to start *supermodelguide.com*. 'I got so many emails through *newfaces.com* from aspiring models and actors that had been ripped off and scammed that I decided it was my moral obligation to give advice, based on what I'd learned through my years modelling.'

She admits that it is hard balancing work and play. When *Lucire* quizzed her about her recent vacation, she expectedly answered that it was 'pretty good—working through most of it though.'

Despite this globetrotting, she still calls Canada home. 'My family is here, and I have everything I need to run my businesses.' And those businesses could include a new product line, which may emerge in the winter. We're sworn to secrecy for the time being.

But it looks like the extra 10 hours' grace a week she got from automating much of her web businesses could be filled up pretty quickly. •

Jack Yan is founding publisher of *Lucire*.

### **Hilary's favourite make-up tip**

'I learned a great little make-up trick from a make-up artist friend while I was living in LA. She taught me that lining the inside of your upper lid with black liner makes you look like you have twice as many lashes naturally.'

**Fashion advice** 'I found that the only items that ended up staying in my closet are the quality items. I would rather buy a few nice staple items that are quality and expensive than many cheap items that I'll end up keeping for one-tenth the amount of time. It's always a good idea, if you're on a budget or you want to be creative or trendy, to pair something inexpensive with something quality, like a pair of Prada pants with a white shirt that you got on sale at the Gap. I always try to be creative and I always wear something that I feel sexy and comfortable in. If I feel comfortable in my clothes, I feel more comfortable everywhere.'



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