

CELEBRATING THE Modern MUSE



MARIE CLAIRE AND ESTÉE LAUDER HONOUR **NINE OF SOUTH AFRICA WHO EPITOMIZE THE ESSENCE OF OUR 'THINK SMART, LOOK AMAZING' PHILOSOPHY.** PIONEERS, PLAYING AT THE HIGHEST LEVEL IN THEIR RESPECTIVE FIELDS, EACH OF THESE WOMEN IS THE EMBODIMENT OF A MODERN MUSE

AFRICA'S INSPIRATIONAL CREATIVES, ARTISTS AND THINKERS
PHILOSOPHY. PIONEERS, PLAYING AT THE HIGHEST LEVEL IN THEIR
THE EMBODIMENT OF A MODERN MUSE

PRODUCTION SHARON BECKER AND TAMMY BAILEY PHOTOGRAPHER GRANT MCKINLAY/MERWELENE VAN DER MERWE PHOTOGRAPHY

In a conversation that began last year, we set out to find women who are a creative and innovative influence for other South African women from various industries; new and modern muses for us to aspire to. We took that conversation online and, inspired by a list of names put forward by readers, we selected women who embody the essence of modern thinkers. They are unafraid to break new boundaries and set out on paths toward success on their own terms. Our muse committee looked to the original muses of Greek mythology; the nine goddesses of inspiration in literature, science and the arts, considered the source and personification of knowledge. Daughters of Zeus and Mnemosyne, the muses were said to help or inspire creators and thinkers in different spheres to produce their best work. As a group, the nine cover the domains of epic and lyric poetry, history, sacred arts, dance, comedy, astronomy, song and tragedy – each of their domains and emblems serving as the basis for our selection of the women we draw our inspiration from. Each woman comes with a wealth of knowledge, success, elegance and charm that captures a confident, creative spirit. An interesting and multifaceted individual filled with energy and femininity that is truly unforgettable. Her strength and style make her not only the most interesting woman at the dinner table, but also a formidable force in her field with an arsenal of experience at her disposal. We invite you to celebrate both your inner muse – the best version of yourself – and the muses who have inspired you.

Meet our Muses

THESE NINE WOMEN EMBODY THE NEW DEFINITION OF A MUSE. WE ASK THEM TO SHARE WHAT IT MEANS TO THEM

WORDS SARAH KOOPMAN

READ THE REST OF THEIR INTERVIEWS ONLINE

WATCH To view behind-the-scenes videos from our muse shoot, visit marieclaire.co.za



LEBO MASHILE
Award-winning poet, outspoken feminist and women's rights activist

GREEK MUSE: Erato (Lyric Poetry)
'I am grateful and honoured to know that what I do matters to people and that, for some, it serves as an example of who they would like to be. When I think of the creatives who I admire, their work is deeply personal for me, like a relationship with a friend. I find comfort in the fact that my voice is a place of refuge for some women out there.'

WEARING TUXEDO SLEEVELESS DRESS, KLÜK CGDT; WATERFALL MESH BLOUSE, CITY CHIC; STUDDERED ANKLE BOOTS, MODA DI FAUSTO AT PALAZZO PITTI



PRETTY YENDE
Soprano with international acclaim, recipient of the silver Order of Ikhamanga

GREEK MUSE: Euterpe (Song)
'The muses in my life have remained a reminder of the importance of staying true to myself. And reminders that I am well loved. No amount of fame can confirm that I am loved. These women have taught me to love and be kind to myself, never forgetting always to be true to my truth and know that no matter how glorified I may be, I am still a human being like anyone else out there trying to be the best they can be.'

WEARING BROCADE DRESS WITH BOW DETAILS, DOLCE & GABBANA AT CATHERYNE GAEYLA; PATENT COURTS, BALLIN AT PALAZZO PITTI



JENA DOVER
Actress, lawyer and model

GREEK MUSE: Melpomene (Tragedy)
'I have drawn inspiration from a number of women; some with a strong fashion sense, some with brilliant business careers and others who seem unapologetically comfortable in their own skin. Women who are tremendous talents, have a particular style or with a sense that they don't conform to ideals or societal pressures – they are just absolutely resolute in their presence and existence in the world.'

WEARING FEATHER DRESS, TIAN NAGEL; STRAPPY HEELS, ZARA



SIBONGILE SAMBO
CEO and founder of SA's first black women-owned aviation company

GREEK MUSE: Urania (Astronomy)
'There is so much more to being a muse than having achieved success. I think important elements are being a well-rounded individual with integrity, who shows respect and concern for others. But above all, it is about being unafraid to be unique.'

WEARING VELVET SHIFT DRESS, REMINISCENCE; PATENT COURTS, ROBERTO FESTA AT PALAZZO PITTI



TUMI MORAKE
Comedienne and writer

GREEK MUSE: Thalia (Comedy)
'I believe muses are inspirational, playful and feel-good people – like a whiff of menthol to a blocked creative mind! My mother has always been one of those people to me. She was playful and said controversial stuff that sparked ideas in my head. My husband inspires me to step beyond the mundane.'

WEARING LACE DRESS, CITY CHIC; PATENT BOW HEELS, PREVIEW



MARIANNE FASSLER
Award-winning fashion designer

GREEK MUSE: Polyhymnia (Sacred Arts)
'I hope I have made a small difference in the way people perceive identity and look at fashion. I also hope I have made people more aware of their potential to be individuals, living with grace and a degree of intelligence in this beautiful country. Context and relevance is important.'

WEARING ALL MARIANNE FASSLER



KITTY PHETLA
Award-winning ballerina

GREEK MUSE: Terpsichore (Dance)
'When it came to creating and choreographing one of my works, there were two particular dancers who I hold dear to my heart who were the muses for that creation. And there is always music – it inspires me to live and love openly every day. As a dancer, music is my constant muse.'

WEARING LACE SLEEVED SWING DRESS, TOPSHOP; POINTED COURTS, ROBERTO FESTA AT PALAZZO PITTI



DR. CAROL ANN BENN
Specialist surgeon for breast-care

GREEK MUSE: Chio (History)
'The women I see and treat every day inspire and humble me. I feel so honoured in being gifted with the knowledge and the ability to turn, what is for them at the time of diagnosis, a tragedy into many stories of friendship, kinship and beauty even after breast cancer surgery.'

WEARING LACE CUT-OUT DRESS, ROBERTO CAVALLI AT CATHERYNE GAEYLA; SCHUTZ SHOES, SPITZ



JOANNE JOSEPH
Author and news anchor

GREEK MUSE: Calliope (Epic Poetry)
'A muse is the human channel through which the lightning flashes of great thought and inspiration are directed to me. In them, I'm able to glimpse an aspect of the woman I aspire to be. There are elements of many women that inspire me in one way or another and this, in many respects, has resulted in me holding a host of different women as muses dear to me.'

WEARING TEXTURED SLEEVELESS DRESS, TIGER OF SWEDEN; MESH COURTS, SAM STAR

PHOTOGRAPHER'S ASSISTANT: THEMBA MOKASE; PRODUCTION ASSISTANTS: NIKKI SHERMAN AND NOTHEMBA MKHONDO; HAIR: KAREN VAN WINGAARD AT LAMPOST USING EVO; MAKE-UP: CHRIS WILLIAMS FOR ESTÉE LAUDER

A TRIBUTE TO Women

EDITOR ASPASIA KARRAS CHATS TO JANE HERTZMARK HUDIS, GLOBAL BRAND PRESIDENT FOR ESTÉE LAUDER, ABOUT HER **INSPIRATION BEHIND THE MODERN MUSE FRAGRANCE**

WORDS ASPASIA KARRAS

Jane Hertzmark Hudis, Global Brand President for Estée Lauder, is the sort of woman people apply the epithet 'the real deal' to. A powerful woman, she runs the Estée Lauder brand business globally, is a mother of two boys and a rather snappy dresser, if I may say so. She is wearing one of those perfectly structured dresses in this season's navy when I meet her, paired with the kind of flawless but utterly natural New York grooming that is enough to get you hooked on an Estée Lauder regime immediately. Not least because, since she arrived in Jo'burg three days ago, she has been on a nonstop whirlwind tour of stores, counters and headquarters that, frankly, makes her a very convincing advertisement for the powers of the Advanced Night Repair serum, which is her secret weapon in the face of an extreme schedule. 'I use it morning and night – a drop in my foundation ensures instant radiance and it is a must on the plane. That magic brown bottle can make anything better.' I am a convert. We are meeting over a finger lunch at the Saxon to chat about her brain child, another magic bottle – this one has a signature black bow and embodies the 'modern muse'.

She explains that she wanted to build on Lauder's extraordinary fragrance heritage. Estée Lauder created Youth Dew in 1953, which was an attempt to embody the modern woman of the time. Beautiful was Estée's personal passion and Evelyn Lauder was a nose of note. Jane wanted to create a fragrance that was just as iconic and a tribute to women. 'I thought about Estée – she really was a kind of a modern muse, she worked in a time when women did not work. She was an entrepreneur, she raised a family and created a hugely successful business. She would say, "I didn't get there by dreaming, I got there by working", which really resonates with me.'

She explains, 'Women really work hard, we make it all happen, Estée Lauder is really the ultimate woman's brand, founded by a woman for women. Our point of view is always female.' How does a perfume get born? Jane elaborates, 'I wanted to say something broader about how



a woman can be an inspiration to other women. Whether that is your aunt, your sister, your mother – we can be an inspiration to others.'

Through the fragrance, Jane wanted to explore what it meant to be an inspiration, 'I did not want to create a fragrance, I wanted to create a movement. Stirring ideas. But could the juice match the spirit? I collaborated with Karyn Khoury, our nose, who instantly understood what I was trying to express.'

Modern Muse is a dual-impression fragrance with two equally strong notes (sambac jasmine and amber wood), which

is unusual and powerful, expressing the duality of womanhood. Whilst the bottle is a delight, the bow is integrated into the spray mechanism, so that the bottle is always dressed. The fortuitous relationship with the face of the fragrance, Arizona Muse, confirms the remarkable synergy around the original idea.

'Modern Muse is the fulfilment of my dream to create a fragrance that has a wonderful sense of quality but that can be a part of the way people live, inspiring women to be the very best they can be. It's about spreading a bigger idea: women need to help other women to be their best.' How does she embody this mantra? 'Passion is the most important ingredient on your journey – find your passion and work hard. Work is a joy when you love what you do, so have the courage to choose the path you love. Women are great; celebrate them and they can do anything.'

A highlight of Jane's visit to SA was immersing herself in the moving stories of the students who benefit from the Estée Lauder Foundation for the Nation working in partnership with the MAD (Make a Difference) Foundation. Despite challenging circumstances, these students strive to get the education they deserve while understanding the need to 'pay it forward'. 'It is a choice to help or not help another woman,' concludes Jane. 'The greatest fulfilment is when someone tells you that you've inspired them.'

Estée Lauder is donating R10 of the proceeds of every make-up foundation sold in February, April, July and October each year to the Foundation for the Nation, which helps disadvantaged girl students get tertiary education. mnc



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