



Introducing Supermodel, Co-founder & Creative Director **Lindsay Ellingson's**  
WANDER BEAUTY

Interview by **Mary Devine-Koval**

From Paris runways to QVC, Lindsay Ellingson brings style and beauty wherever she goes. Now she's bringing her multitasking makeup essentials, Wander Beauty, to QVC! I spoke with Lindsay about her global approach to beauty, what inspires her, fall trends, and more.

**MARY DEVINE-KOVAL:** Congrats on your beauty line and welcome to the Q!

**LINDSAY ELLINGSON:** Thank you! I'm so excited to bring Wander Beauty to QVC. My vision for this new journey is to give women foolproof and fuss-free makeup they can apply themselves and feel beautiful.

**MDK:** What was your inspiration behind Wander Beauty?

**LE:** Spending years in the makeup chair has been like makeup school for me. I started to notice that makeup can be very overwhelming and difficult to use if you're not a trained artist. I saw an opportunity to take all of this knowledge and translate it into products that help simplify women's beauty routines. I created this line for the busy woman-on-the-go. Whether you're a busy mom or a working woman, this brand is for you.

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**MDK:** I love the sense of travel that Wander Beauty evokes. Was this inspired by your own travels?

**LE:** Yes, every product we develop is inspired by my travels, whether it be a memorable sunset in the Turks and Caicos Islands, a trick I learned backstage in Milan, or an ingredient I found in a French pharmacy. I've been so fortunate to travel the world as a model. Our beauty experience tells a story straight from the Wanderess herself!

**MDK:** What's your favorite travel destination?

**LE:** It's so hard to choose! Paris is near and dear to my heart. It's where my career began; where I met many of my best friends; and discovered my love of heels, croissants, and most of all—beauty! I still haven't vacationed there with my husband. I can't wait to show him my favorite places, from Le Marais to Notre-Dame.

**MDK:** Tell us more about your career as a model. Any memorable experiences?

**LE:** Before my first fashion show for Christian Dior, the makeup artist applied highlighter to my cheekbones and Cupid's bow (upper lip)—it gave me a healthy glow as the light hit my face. I'm a girl who never really wore makeup, so that trick sparked my curiosity. After that, every time I sat in the makeup chair I constantly asked questions about makeup application, global beauty trends, colors, and formulas. I'm constantly drawing upon that knowledge to develop new innovations.

**MDK:** Any fall beauty tips?

**LE:** Yes! Fall trends are all about brows, eyeliner, and lip color. Full brows are in. Try using soft strokes of a fine brow pencil to fill in any holes. I also saw creative ways of applying eyeliner: go classic cat eye or a slept-in, smoked-out look. Lastly, red lips are back! Change it up by using a subtle stain or muting a bold red with a nude lipstick underneath.

I have a lot more beauty secrets up my sleeve and I can't wait to share them!

Shop Lindsay's makeup essentials that will make you look and feel gorgeous on the go on pages 32-33.