

English text – Alexandra de Montfort

Creative Director of Rouge Bunny Rouge is always in the shade, while her makeup and fragrances are well-known

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Numéro: How did the idea of perfumes occurred?

Alexandra De Montfort: Our brand is very sensual, perfume was just a natural, organic development of all senses enjoying.

As for you, what is Moscow and what is London?

I am more of a woman without town than a woman about town but I have love for both cities. I guess endless traffic jams, safety to walk at any time of night and buzzy, kitchen-centered and thickly smoked parties define Moscow for me. London is marked by inability to cater for any temperature above or below 15–25 °C, grass you can walk on, great knowledge of what service means and home of my career.

Beauty-product of your future dream – what is it like?

Nanotechnology machines are my favorites to radically change beauty industry, although they are years off. At some point we'll be able to create invisible machines that can be programmed to move along the skin or hair surface and change colour or even texture instantaneously. You would be able to pick from the library of looks like you are now picking dresses from your wardrobe, wouldn't that be fun. They would be able to remove impurities and problems on your skin so you won't have to use cleansing products and they would nourish your it according time of the year and cycle of the day for optimum skin health.

Do you know that a primer for perfume was invented?

Yes I had a chance to try it. In my opinion it is an invention I can live without. Our skin is desirable variable when it comes to fragrance 'opening'. Complexity of smell of our skin mixed with fragrances is what gives unique slant to emanated air around us. We should embrace it as our individual signature.

Do you believe in destiny? If so, why?

My trust in faith is beyond redemption. It is important to note this doesn't replace hard work. And to why: there are moments which are not calculable, and cannot be assessed in words; they live on in the solution of memory, and are easier to be explained by chance of faith than logic.

Is there a person about whom you can say, "All that I am, I owe to him in the first place"?

My step-father, because he thought me to believe in myself.

Do you have a moodboard? How often do you change pictures on it?

I have rather large moodboard, Pinterest. I add continuously, return regularly to weed it and re-inspire myself.

Do you feel the need to teach someone, give advices?

I would quote Wild here: "The only good thing to do with good advice is pass it on; it is never of any use to oneself."

Your secret of "instant beauty"?

Smile, nap, be in love, a healthy skin glow. I also favor statement lipstick over mascara for instant transformation.

Does love help or disturb your career?

For me it is an inspiration and sustenance, of great help.

Were you ready for the success of your brand?

Success is not final, I don't think there is a finality in ours, our brand has a long way to go.

How does criticism influence you? And praise?

It is only by means of this friction with the world that we may surmount that which is best in us. To expose ourselves to the vagaries of critique takes courage, but the rewards be great. And as far as praise goes, look who is giving it before you start enjoying it.

What make-up artist would you speak of as "great", and why?

Lucia Pica, because she paints and her canvas is skin.

What is in your understanding of a "commercial fragrance"?

I am not an elitist when it comes to fragrances. I love Pino Silvestre and Amouage attars but if we are generalising they are oppression of mediocrity.

Do you have a favorite actress? Which of your perfumes would you give to her? And with what words?

Katharine Hepburn – I would gift Cynafin because it is independent and feisty as you.

Your own way of dealing with bad mood?

Taking time out and having a massage. Summer and it's cornicopia of joys always lifts my spirit.

Do you agree that there are no bad-looking women, but a bad make-up?

Entirely.

How do you feel about plastic surgery?

No love lost.

What annoys you most in people?

Ignorance, stupidity, indifference, arrogance, boredom, aggressiveness, uselessness, impassivity.

And what fascinates?

Bon-vivant spirit, a sense of humor, a quick wit, optimism, humility, good appetite, intuition, intelligence, honesty, creativity, fearlessness, enthusiasm, conviction, eccentricity, eloquence, sense of justice, a taste for adventure, openness, confidence.

What was the last crazy decision you made in your life?

Since we are all finite, fragile beings, to surmount one's crazy moments of heightened risk takes a great deal of self-effacing. I think buying a flat in Moscow was pretty crazy decision.

