



PHOTOGRAPHER: MARTIN KONRAD / MAKEUP ARTIST: KAVITA KAUL USING MON SOIN DU VISAGE SKINCARE & GIORGIO ARMANI MAKEUP / HAIR STYLIST: SHERMAN HAWTHORNE / MODEL: FRANCESCA AT PREMIER

ESSENTIAL BEAUTY

# MON SOIN DU VISAGE

THE FRESH SMELL AFTER IT HAS BEEN RAINING  
ON A SPRING DAY IN THE ENGLISH COUNTRYSIDE

／ Hidden away in Paris, Mon Soin du Visage is a skincare range with a conscience. Its’ creator Seri Kimura mixes unusual ingredients with her love of nature and universal philosophies and I’m curious to find out how her journey from Japan to Paris began.

／ “I was born in Japan in the countryside and I came to Paris for a part time job working for a fashion house. I worked as a freelance creative director in the beauty industry for ten years and I also spent time travelling around the world exploring different skincare cultures including three years in India studying various native plants and their properties.”

／ MON SOIN DU VISAGE IS A SENSORY EXPERIENCE. OF THE FIVE SENSES, SMELL IS THE MOST IMPORTANT TO YOU...WHY? Because the smell of any element will have poetic meaning to take me in many different directions...sometimes into my previous life!

／ WHAT IS A MEMORY RELATED TO SMELL FOR YOU? As a child I remember being in a taxi in Japan, and the taxi driver’s mother had given him fresh Yuzu and summer oranges that he had kept in his car for clients. It was such a good image of early summer for me.

／ YOUR PRODUCTS ARE MORE THAN JUST SKINCARE...THEY ARE A WHOLE PHILOSOPHY...HOW DO YOU FEEL ABOUT PEOPLE TODAY AND HOW THEY TAKE CARE OF THEMSELVES? Most people are easily influenced by the media and just want anything easy with brand value. However not so many people want to know or spend too much time reading what they are eating and putting on their skin. Maybe this financial crisis will bring something good and everybody will have more time to learn about it.

／ HOW WOULD YOU SAY YOU HAVE DISTILLED THE ESSENCE OF BEAUTY IN MOIN SOIN DU VISAGE? By being sensitive to the power of nature.

／ WHAT DO YOU THINK DEFINES BEAUTY? The universe.

／ WHAT IS THE MOST BEAUTIFUL THING IN THE WORLD TO YOU? The fresh smell after it has been raining on a spring day in the English countryside.

／ WHERE DO YOU LOOK FOR BEAUTY AND INSPIRATION? In nature,

especially in the cycle of the seasons.

／ THE REALITY OF BEAUTY AND THE ILLUSION OF BEAUTY ARE OFTEN DIFFERENT. HOW DO YOU FEEL ILLUSION AND THE REALITY PRESENT THEMSELVES IN EVERYDAY LIFE? I love sensual and I hate sexy!

／ HOW CAN ONE STOP BEING TAKEN IN BY THE ILLUSION OF THINGS AND KNOW WHAT IS REAL? Trusting senses and intuition.

／ HOW IMPORTANT IS RITUAL AND TRADITION TO YOU AND WHAT PURPOSE DO THEY SERVE? To me, beauty is simple and natural. That’s why I based my brand on traditional and ancient rituals that go back to this fundamental concept of beauty.

／ WHAT DO YOUR DAILY RITUALS INVOLVE? I wake up with the sun rising and go to bed with the moon, and of course I eat macrobiotic and organic Japanese food and take care of my skin. And I practice hatha-yoga.

／ YOU SAY, “IT IS IMPORTANT TO LIVE ACCORDING TO THE LAW OF NATURE...WE GENUINELY BELIEVE IN NATURAL AND UNIVERSAL PRINCIPLES.” WHAT DO YOU THINK OF THE WORLD WE HAVE CREATED TODAY? Whatever we make, if we get it wrong, then the planet and the universe will decide what to do naturally. The Law of the Universe is perfectly balanced. It is not that long homo-sapiens have existed on this planet anyway...

／ SOME WOULD SAY THAT REAL CHANGE STARTS WITH THE INDIVIDUAL. HOW DOES MOIN SOIN DU VISAGE HELP INITIATE THAT JOURNEY OF CHANGE? I hope that using Mon Soin du Visage products will encourage people to realise the benefits of natural organic ingredients, essential to a beautiful body and soul.

／ UNLIKE MAJOR BRANDS, MON SOIN DU VISAGE IS VERY NICHE AND HUMBLE IN ITSELF. WHY DID YOU CHOOSE TO KEEP IT THAT WAY?Because I believe elegant and beautiful are not noisy.

／ WHAT IS THE NEXT STEP FOR YOU?I have already worked for total brand conception and formulation. I am waiting for the right timing and chance for the next step. I would love to progress to create a role model with an ecologically-friendly and organic spa. ♦ KAVITA KAUL