

Skin Deep: Jenna Lyons of J. Crew's Beauty Routine

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By Bee Shapiro

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Jenna Lyons, the president and executive creative director of J. Crew, was born in Boston and raised in Rancho Palos Verdes, Calif. Known for her idiosyncratic mix of quirk, prep and tailoring, Ms. Lyons has emerged in recent years as a fashion star, including cameos on the HBO series "Girls." She lives in SoHo with her 7-year-old son, Beckett. The J. Crew spring collection will be shown on Tuesday.

SKIN CARE

The woman I go to for facials, Aida Bicaj, recommended Biologique Recherche. That's how I start my day. I use the P50 lotion; it's my favorite thing that I don't leave home without. I have large ones, travel-size ones; I have them in the office, at home, in my pockets. Then usually I'll use an exfoliant by Arcona. They make a really fine scrub that I love.

I also have this Shiseido eye stuff I'm obsessed with. It's lightweight, and I put that all over my face, which is completely ridiculous. And I have a Shu Uemura big red bottle of moisturizer and a small red bottle of serum called Intense Vitalizing Concentrate. It comes with an eye dropper, which means it must be good. There's also this Biologique Recherche serum called Yall. It's not cheap. I'm hoping it makes me look younger, but I don't know.

My nighttime routine starts with a glass of wine. I actually shower at night. I'm not a big fan of getting wet in the morning. I love Fresh Brown Sugar scrub and body wash — just the name makes me happy. I wish I could say I consistently do the same skin care at night as in the morning, but I'd be lying. It's the same stable of products, though. Also, I am kind of obsessed with Dr. Jart Premium Firming Sleeping Mask. Sometimes I even use it during the day.

MAKEUP

I use this Shu Uemura eye makeup palette. It has all different shades of brown and some pale

pink. I love Chantecaille mascara because it's not heavy. I have, like, four lashes, and it looks silly if you goop on thick mascara. Then I'll use the Tom Ford eyeliner. I love how it has two different sides. I have to wear liquid liner. Since I don't have lashes, I don't have a holding line. Anything other than liquid liner makes me look like a bug. I also have this Shiseido gray eyebrow pencil. I've been buying it since the seventh grade. I was walking by the counter in the mall one day, and the woman there called me over and said, "I have to do something about your eyebrows." She drew in my eyebrows and changed my life.

For lips, I love the bright oranges and coral pinks from Bite. And I do wear foundation, but I haven't really found the perfect one. I need help with that. A lot of them go in my eyes.

For night, I actually change it up a lot. I love nothing more than a smoky eye, but then it's no lip. One of my favorites: a Bobbi Brown navy shadow that makes my eyes look light even though they are dark brown. The other thing I love is this pot of sparkly eye stuff by Stila. You mix it with this little drop of solution that comes with it and make this paste. It's total high school stuff.

FRAGRANCE

I've been wearing Creed Silver Mountain Water for years. It's something that I want to hide because I don't want anyone to smell like me. The last year, I've been working with Arquiste on J. Crew scents, which has been such an interesting experience. I'd wear the trial samples and noticed that scent changes the way people respond to you. For me, my scent has become part of my personality.

HAIR

I love Sachajuan shampoo and leave-in conditioner. I also use Oribe moisturizing cream, which is incredible. I got a good sample at C. O. Bigelow and was hooked. This summer, I put it in my hair and then went into the salt water to get that beach-y look.

But I don't get my hair cut or dyed. I had a haircut disaster at 40. Actually, let me backtrack. At 30, I cut bangs and everyone said it was the biggest mistake of my life. Then for some reason, at 40, I took a picture of Alexa Chung and tried to get my hair cut like hers. I don't look like her. My hair texture is nothing like hers. Who knows why I did it! A friend from California was staying with me, and her first reaction was, "Oh, my God, I thought you were wearing a wig." I've been recovering from that haircut, which was years ago. I literally haven't had my hair cut since.

But after having the kid, my hair stopped growing anyway. It also changed drastically in consistency. I don't have words you can print to describe it: It's thinner in some patches, coarser in others. Hence, the hairstyle. I wear it slicked back so no one can tell what's going on.

SERVICES

Aida, I try to see every two to three months. Every once in a while, I'll have my nails done by Jin Soon [Choi]. About three months ago, I started getting massages by Nikki Yarnell. She'll come to the house. The first time I called Nikki, my hip and back were hurting, and I didn't have time to visit my favorite place in the whole world: the Greenwich Hotel spa. The pool is incredible.

DIET AND FITNESS

I lift some really heavy sequins during the day. And I walk in five-inch heels regularly, which I believe is really good for my calves. Do we have to talk about diet and fitness?

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