



For her Rimmel London nail polish line, Rita chose saucy shade names such as 'Blindfold Me' (cobalt), 'Ora-gasm!' (orange) and 'Let's Get Nude' (beige). It's no wonder she scored a role in *Fifty Shades of Grey*!

BEAUTY

# RITA ORA

On the brink of international stardom, the singer proves she's no shrinking violet

**'I love glamour, I thought blonds had more fun, and I was obsessed with Gwen Stefani'**

*Inside the penthouse suite* at New York City's Mercer Hotel, it's not the stark white interior or the morning sun that lights up the room. The illumination comes courtesy of Rita Ora. Dressed in a bedazzled emerald-green Marni varsity jacket and matching pencil skirt, the platinum-blond pop star seems oblivious to the effect she has on her guests. "I don't dress up for men, I dress up for myself," she tells *Hello! Canada*. "I'm confident and I really stand by that."

The Kosovo-born, British-raised singer is the personification of this large-and-in-charge philosophy, from her knuckles loaded with sparkling rings to her 10 perfect nails, freshly painted with the singer's new line of six lacquers created for Rimmel London. "I picked all of the names," she says of the cheeky shades like "Ora-gasm" and "Midnight Rendezvous."

In addition to her first beauty venture, the 23-year-old star was recently in Vancouver shooting scenes for a role in *Fifty Shades of Grey* and has been sharing studio time with Prince for her second album on Jay Z's RocNation label. Due to be released around the new year, the album features another notable name – her then-boyfriend, musician Calvin Harris. He was by her side during the process and they created four tracks together. "This album for me was about love, loving everything and making it come out in music," says Rita.

Here, the outspoken blond beauty talks makeup, her famous namesake and the best place in Canada to meet a man.

**Do you remember the first time you experimented with makeup?** Well, I stole my mom's makeup. She used to have drawers of it in the bathroom, and I would just go in there and play

with it, then go downstairs, and my mom would [look at me] but she wouldn't say anything. She wouldn't criticize me, she let me play.



**You're known for your platinum locks. How old were you when you first went blond?** I was 14. I got two streaks of blond that were supposed to be highlights but turned orange. I haven't turned back since. I love glamour, thought blonds had more fun, and I was obsessed with Gwen Stefani. When I saw this woman jump on TV with blond hair, red lips, sneakers and a bikini top, I was like, "Who is that? Whoa!" She and Marilyn Monroe inspired me.

**Speaking of glamour, were you really named after Rita Hayworth?** Yes. My granddad was a movie director. I wish the rest of the world got to see [his film]; maybe I'll put it out one day. Anyway, he loved Rita Hayworth and he said, "Can we name her after Rita?" I love the name and what she stood for.

**If we were to take a peek inside your closet, what would we see?** It's all over the place. It's not colour-co-ordinated, but you'll see things like 3-D dresses, jackets, see-through transparent pieces and things you've never seen before! Then I have a pile that is all simple items like a white T-shirt and leather pants. I love having a crazy wardrobe and I'm pretty proud of it. I love showing people my wardrobe because I'm like, "Yeah I wore that, it's a Lycra cape."

**What was your favourite thing to do while you were shooting in Vancouver?** Going skiing. It was pretty cold but the boys are really hot and the bars are great! [Laughs]

**Whose opinion do you trust when it comes to your music?** The best opinions are from fans. They don't know how to play the instrument but love listening to the music. My mom is one of those people. She said, "I love this record. It's honest, I can feel it." That made me feel like, "Yeah, we can go ahead."

**Your parents had to start over when they immigrated to London from Kosovo. What did that teach you?** My mom was studying for her psychiatry degree, learning English and raising me and my sister. I have nothing but respect for her and other women who come from another place and make a home for their kids. She gave me her work ethic: you have a bit of success, but what do you do? Enjoy it or keep working? You keep working, so that's what I'll be doing.

REPORT: JULIA SEIDL

**RITA'S MUST HAVE ITEMS**



Le Labo Santal 33 Eau de Parfum Spray, \$240 for 100 ml, [lelabofragrances.com](http://lelabofragrances.com)

'It's difficult to find a good white, but once you find it, it's like finding a good white T-shirt' Rimmel Colour Rush 60 Seconds Nail Polish in White Hot Love, \$4, drugstores, [rimmellondon.ca](http://rimmellondon.ca)



Redken Extreme Strength Builder Plus Fortifying Hair Mask, \$24, salons, [redken.ca](http://redken.ca)



'After a night out, face wipes save the day. 100 per cent' Philosophy Purity Made Simple One-Step Facial Cleansing Cloths, \$20, Sephora, [sephora.ca](http://sephora.ca)

'I dab the lipstick on my fingers and I just put it on my cheeks and it turns into blusher' Rimmel Colour Rush Intense Colour Balm in The Redder the Better (500), \$6, drugstores, Rimmel