

DECLARE YOUR INDEPENDENCE
 July 2010
marie claire

THE NEW
 AMERICAN
 STYLE

■ Fierce, feminine, fun!
 ■ 327 great fashion finds
 ■ Top trends for under \$100

DO YOU NEED A VACAY FROM YOUR BEST FRIENDS?

SEXY SUMMER SECRETS» FOR HAIR, BODY, SKIN



Cupcakes from Jessica Simpson

Joanna's JOURNAL

■ As a foreigner (British—does that count?) in this country for 13 years, I've always admired American style. It's fresh, strong, and fiercely independent—which is one of the reasons I decided to make it official and finally become a U.S. citizen. I was sworn in this spring—coincidentally, on

the same day that Jessica Simpson stopped by the office to guest-edit May's beauty section. To celebrate, she sweetly brought me red, white, and blue cupcakes, which our entire staff devoured. Thank you so much for your calls and e-mails about Jessica's no-makeup cover, by the way—the response has been overwhelming. We've been inundated with notes from readers who all say they were refreshed and relieved to see her in her all-natural glory. And this month, we bring you another iconic American beauty: Taylor Swift (p. 130).

■ I am certainly not the most exciting British import to land on these shores of late: Burberry, purveyor to the Queen, has just launched a makeup line—packaged in the most brilliant magnetic cases (no more losing your lipstick cap at the bottom of your purse)—landing here this month.

And Lulu Guinness, the eccentric bag designer whose flowerpot bag I first bought 15 years ago, has made a fabulous little stars-and-stripes evening bag that's perfect for any July 4th party. You can find it and many more of her wonderful creations on her new website, luluguinness.com. Check it out.



A look from Asos' summer collection

■ It's been a year since the British boutique Topshop took New York by storm and co-opted downtown American style. Now comes word that Asos, the U.K.'s online fashion powerhouse, will arrive stateside this fall, converting to American fashionspeak in the process (no more calling pants "trousers"). I suppose I'll have to make a few of the same adjustments. But for now, Cheerio!

Joanna Coles

JOANNA COLES
 Editor-in-Chief
joannacoles@hearst.com

OK, now talk to me! Whatever concerns you, tickles you, or ticks you off about Marie Claire, I'd love to know. Bear with us if you don't hear back immediately.