

Get in the know with Louise Roe

Fashion, Passion, Television – she dishes on it all

Words by Vanessa Pascale • Photo credit: MTV

“That is fab,” says Louise Roe, 29, eyeing my medallion necklace. To receive a compliment on an accessory selection not once but twice (on my ring too, later on) is quite flattering, especially coming from a person like Louise who reports on the world of fashion through her writing and as a correspondent. The beautiful tall, brunette host of the CW’s TV show, *Plain Jane*, recently returned from across the pond, where she shot the show’s second season in nine countries. (Season 2 premiered around the world on MTV in October. The US airdate is to be announced.) Inside her newly self decorated (in chic, minimalist décor) Beverly Hills condominium, Louise shared her enthusiasm to dive right into upcoming projects, *Plain Jane*, fall & winter trends, and the holidays.

At the time of our interview, Louise was looking forward to doing the behind-the-scenes show, *At the Movies*, for the VMAs and her trip to New York for Fashion’s Night Out during Fashion Week. But the highlight of her autumnal agenda was the debut of her 1970s inspired clothing line, The London Collection—that launches on HSN this November. Louise, who was born in England, reveals that her mother’s style influenced the elegant and well-tailored line. “She was one of those flairs wearing chicks,” she says fondly about her mom. Touting dresses, scarves, tops, trousers, and coats in bright hues and prints, the line was created to flatter the shape of your body. Her experience making over real women on morning shows brought to her attention that women weren’t dressing for their shape. “I found that people were looking at colors they liked or celebrity trends, which is fine, but if you really want to flatter yourself it should be about shape.” Though she’s fresh on the scene as a designer, her keen eye for fashion dates all the way back to before she could barely speak. Even then, Louise knew what she liked and didn’t like --revealing that she refused to let her mother dress her and when she did, would go back and alter the look and hairstyle.



Actually, both parents had a hand in influencing Louise’s passions. From her father, Louise received her predilection for writing as he is a traveling journalist. To secure a job (in the magazine industry) that combined both her penchant for fashion and journalism, thrilled Louise. “When I started at *Elle* magazine as an intern, I can remember the day when I was like, ‘Ohmygosh! I can actually do both together, and that would be my ideal job....’” By chance, Louise fell into TV soon after. When her camera shy editor in London, put her up to appear on the BBC News in her place, Louise had no choice but to cast her own nerves aside and give it a go. Surprisingly, she felt incredibly relaxed in front of the camera. “I got a call from a producer that same day that said, ‘We watched the show --we work for the BBC, come and audition for this show,’ it sort of carried on from there and then I did bits and I got an agent. It was a quite a natural process, which I feel is a good guide to whether something’s right or not —if something just sort of happens.”

Louise writes a column online and one for UK magazine, *Company*. “It’s kind of like *Glamour*, that kind of age group. I try out a new trend and store. I’ll wear the whole store head to toe and talk about it. Why it’s good or not. Kind of interesting actually — so that’s fun. I love the writing. I never really wanted to give that up, ya know, going to TV, ‘cause you can do the writing in your PJs on your bed, no makeup —it’s great!” The fashion forward journalist is also working on a style guide. “I put the whole proposal together, which is almost like writing the book. I had no idea when I started that you have to do a lot. So, that took a lot of time and I’m really proud of it. Hopefully I’ll get that done. I’m sort of branching out, doing the designing

and the TV shows.”

The *Plain Jane* host, loves filming the show. “I’m really, really proud of it ‘cause it sort of has a sense of humor and it’s got the fashion aspect, but it’s also got real heart to it. A lot of girls will tweet me saying, I used to be bullied, I never had any confidence and now

I feel like I have got a little bit more self esteem or the guts to go ask this guy out... It’s cute. So, it’s nice,” she says appreciatively. *Plain Jane* takes a girl who is interested in an unaware boy she has a



crush on, and has Louise call up the boy and arrange a blind date. Once he accepts, Louise takes the girl on a week long self-discovering journey. “We do a makeover and all, but we also work on the confidence, the inside, so that’s far more what the show is about. Facing her biggest fear, if its heights, jump out of a plane... There’s a lot of screaming and tears but then they come through it and it’s amazing to see how they change.” Louise’s hosting resume

also includes BBC’s *The Clothes Show*, E!’s *Fashion Police*, E!’s *Perfect Catch*, and Royal Wedding coverage for E! as an on-air correspondent.

In her free time, Louise tries to give back by volunteering for the children’s literacy charity, BookPals. “I heard about it through a friend because I wanted to do something good. I think in L.A., you can get very soaked up with your own life and things that at the end of the day aren’t really changing the world, not that I think I am now.” The program allows volunteers to visit kids in any grade in schools around Los Angeles that they choose and read to them a book of their preference. “I love reading to my little nieces, it’s so cute.

When you do the accents they get so engrossed in it and look at the pictures. I love to do that. I used to work in a school in Australia [exchange program]. I lived in Sydney for a year as



a teacher’s assistant, so I loved doing it there.” Louise shared that two of her favorite things to do are horseback riding and skiing — thought she doesn’t do them much these days. “My big ambition and I haven’t done it in 3 years is to learn to surf. I keep saying it, so yeah, that’s my new thing.” ML

I asked the fiercely fab fashionista how to prepare for the season and here’s how she answered!

What trends can we expect to see this fall / winter?

There was a lot of orange on the runway. I like that color... Cloche hats —I feel like that’s the new hat. I saw that on about five catwalks. You always feel that with the shows, all the designers had chats, ‘Let’s all do red!’ Lots of leather, really sexy leather pencil skirts, quite femme fatale, leather trousers, just anything leather, beautiful long gloves...

Where can we find these pieces?

Forever 21, H&M —they’re doing tons of orange. You can get faux leather really, really cheap online. There’s a lot of beautiful androgynous tailoring, I was in Zara the other day and they’ve got some gorgeous blazers. Things that look like they could be \$1,000 are probably less than \$100.

What are your 3 must-have fashion staples?

For me it’s the accent pieces. I will have a lot of bright cocktail rings, really chunky, big statement pieces of jewelry —can get those for \$3 Forever 21. A really great pair of shoes. You can have a boring, basic outfit like jeans and t-shirt, but if you’ve got a fab pair of bright high heels on it kind of lifts the whole thing. I love hats. I always tell women to wear hats; they make your outfit a bit more interesting. A fedora or a big wide brim —you need to try them on to see what suits your face. Panamas are what I’m obsessed with at the moment.

Who inspires your style?

Mainly 1970s actresses, people like Lauren Hutton, Brigitte Bardot, Audrey Hepburn. They’re sort of chic women who didn’t over do it. They never had their cleavage out but they were still sexy, that sort of understated chic. Modern day, I love Kate Bosworth, she’s really experimental with her fashion and Nicole Richie because she’s quite boho and I love her.

How do you get ready for the holidays?

I love mulled wine. You warm up red wine, throw in cinnamon sticks, cloves and slices of orange, and I think some people put a bit of vodka in there too. It smells delicious, so it makes the whole house smell like Christmas—it’s a really cozy drink.

I love just watching old movies. It doesn’t have to be Christmas ones, *To Catch a Thief* or *Breakfast at Tiffany’s* — they always get me in the mood because I feel the rest of the year you’re running around crazy and never sort of sit down and just luxuriate in an old film.

I’ve got little nieces and nephews, I think they make Christmas. They bring the magic. They still believe in Father Christmas...

You gotta get a great party dress for Christmas and New Years. You’re allowed to go extra sparkly —a gold or red dress. You can be a bit more cute and glamorous for Christmas time.