

In the closet with

Lorraine

The TV presenter embraces her fabulous fifties with flattering wrap dresses and bright hues Words by Tricia Welch



Lorraine, 55, presents her own morning show on ITV1. She divides her time between London and Broughty Ferry, Dundee, where she lives with her husband Steve Smith and daughter Rosie, 20.

How would you describe your style? Much better since I turned 50. In a nutshell, no-frills, practical, comfortable, understated.

Which colours and shapes suit you best? Turning 50, I lost a bit of weight and started to become more interested in fashion. It coincided with the high street waking up to the fact that real women with curves look better in clothes that flatter their shape. I started wearing more pencil skirts, crisp shirts and fitted dresses with nipped in waists. I love strong colours: blue, green, red, yellow and tangerine, and not just because that's the colour of my football team Dundee United! Strong, bright colours make you feel better about yourself and women look better for wearing them as they get older.

Has anyone helped steer you in the right style direction?

Yes. For many years I didn't have anyone to advise me – hence so many fashion disasters. But now, having the brilliant stylist Mark Heyes to advise, plus my daughter Rosie who's got a really good eye, has made all the difference.

How did you get to collaborate with JD Williams? They asked me after they'd quizzed their customers – my name had come up as someone whose style they really liked. It was a tremendous compliment. Last season, with their help, I got to

design my first collection but I think this season's is better. I've learnt such a lot from the feedback from women and I've become more confident.

What is your favourite piece from the collection? I love my wrap dress. It's a V-neck, not too low, with three-quarter sleeves and for this season, I've done it in four different colours. It suits everyone and fits in all the right places. One of the women who first tried it on was a size 24 and she looked phenomenal. She said that she never thought in a million years she could wear a wrap dress. I'm also really excited about my new shoe range – heels, flats, boots and a wedge.

Why has turning 50 made such a difference to you fashion wise? I've never felt better about myself and I think it's partly because I've become kinder to myself as I've got older. I have a scar on my leg because of a riding accident, cellulite and a belly. But that's OK – it happens when you get older. I know what suits me and I absolutely make the most of it.

Can you tell us about your summer fitness campaign and posing in a bikini? I did it for the launch of the show's Shape Up For Summer Bikini Promise campaign, because why shouldn't women over 50 wear a bikini? There was no cheating and the photographs weren't airbrushed – I do look a bit lumpy and you can see the scar on my leg, but there you go.

How important is it to you to be on trend? I don't think you should be a slave to fashion or trends. I love the 1970s revival now and I'll wear the trousers, which are a wee bit flared, or I'll get the fringed bag, but I'd never go for the whole look top to

toe. It would look too panto. When it comes to fashion you have to be realistic and choose the bits that will work for you and discard the rest.

What is your favourite fashion era? The early *Mad Men* era when curves were celebrated. Isn't it outrageous that if Marilyn Monroe were to go to a casting director today he'd insist she lose weight. And she was a goddess!

What are your favourite high-street brands? LK Bennett, Dorothy Perkins, Topshop, Sugarhill, Zara, Mango, Banana Republic, Gap... so many right across the high street.

Who is your favourite designer? I don't have one – 99 per cent of my wardrobe is high street. I can't get my head around spending such a lot of money, especially as you can get such good design on the high street.

Do you keep your work clothes separate from your home clothes? Yes and I go to work in jeans, a T-shirt or top and flats.

Who designed the gold sequin gown you wore to collect your Scottish BAFTA? Adrianna Papell.

It was a special dress for a very special night. But I'll wear it again and again – I'm not one of those people who refuses to be photographed in something twice.

Do you have a style icon? Helen Mirren. She'll wear a fabulous evening gown with a biker jacket on top and it looks great. She knows what works. And Meryl Streep and Susan Sarandon – they're not afraid to experiment.

What is your best beauty secret? Eye gel (Avon Ultimate 7s Eye System), which I keep in the fridge then pop it on first thing in the morning – it pings my eyes awake.