

FACE FORWARD



Tavi Gevinson
Writer. Editor. Actress.

Dress for yourself. Dream big. Find your voice. And put it out there.

Make a promise to the future. And put it out there. #faceforward   

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This style Rookie founded an online magazine that got over 1,000,000 hits in its first five days. Gave a global TED Talk, too. All at age 15. Is there something about the way she's facing the future that speaks to you?



Q&A with Tavi



How did you first get introduced to Clinique?

I was on a photo shoot a couple of years ago and the makeup artist said "you need this!" in reference to the yellow lotion, Dramatically Different Moisturizing Lotion+™. Then I learned it's sort of iconic, and it's now a staple in my skin care regimen.

Do you feel that you are a risk taker?

I forget that it is sort of crazy to start a magazine when you're 15. The first year of Rookie I did not sleep at all, and my test scores suffered. But, it was satisfying for me and ended up helping other people, too. So there's risk, but the thing you find could be so incredible.

"Sometimes it's nice to just wear the stuff that makes you feel good, so then you can go about your day and put your energy into making other cool stuff."

-Tavi

