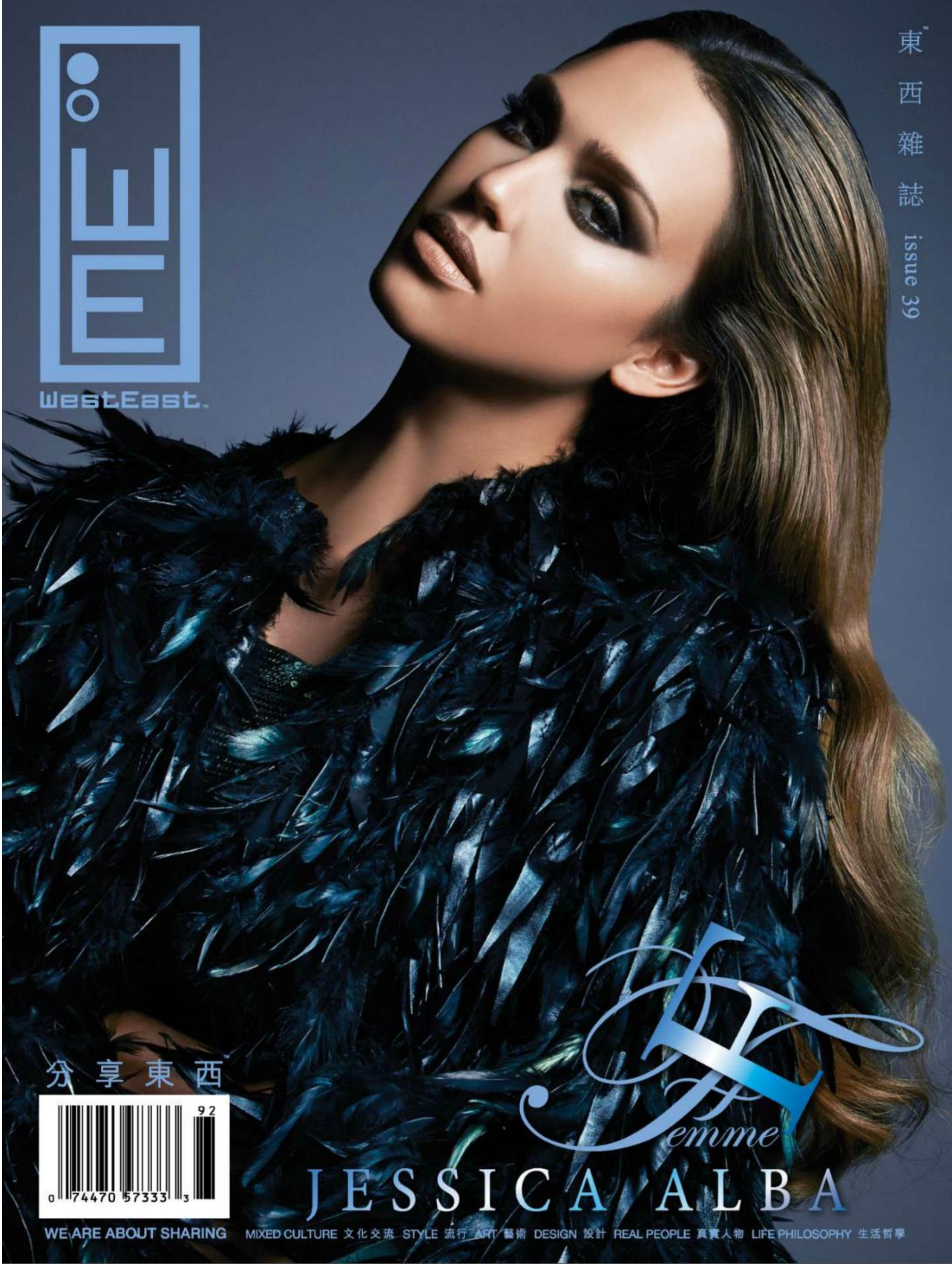




WestEast.



分享東西



*emme*

JESSICA ALBA



Between confusion, anxiety and enthusiasm WE set our brain net wide for our Femme icon. Right from the first line, at the first brainstorm session, we already knew it would be a voyage beyond what Oxford defined 'fairness' with. To find the icon of contemporary women, we dived into the inner core of femininity. We eye a Grace-and-Sontag hybrid, who jolts mundanity by making the best use of all special gifts a man can only wish for to fertilise every stage of womanhood. She has what the masculine may see as weakness but the other gender worships as godsend treasure. She never slows down on the lifelong pursuit of betterness - beauty of a pin-up, wit of a mogul, might of a man. She strikes not for being a femme fatale but just femme. As the spotlight dawned on **Jessica Alba**, our gaze never shifted.

*Writes Ren Wan*

*Interview by Dana Prigge*

Photographer KARL SIMONE | Fashion Director DEREK WARBURTON

Talent JESSICA ALBA | Hair JEN ATKIN @ WALLGROUP

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Styling assistants ADTRESA EDMONDSON & LISA ANN SPARKS

**A**s the rumours go, the Californian-born actress at 32 has her golden card in the film industry – hotness, a commendation in disguise. With that, she effortlessly gained those TV and silver screen appearances like *Sin City* and *Fantastic Four*. With that she was entitled a sex symbol, like she should be revelling at her presence on Maxim's Hot 100 and the title as FHM's 'Sexiest Woman in the World'. With that she won various acting awards and Golden Globe nominations. As the rumours go – even if she stays put, she'd already be all set to take over the world.

But on Alba's side it is a different story.

Oftentimes this happens. Being gifted with attractive features makes it crucial in shifting people's attention from your outside to the inside. That status quo has us encompassed and scrutinised even fuels the urge to speak loudly. Off from the scene, Jessica Alba stands up to prove emancipation is the real beauty to celebrate, courage the best gift. She was famously cited to reject nudity on silver screen to stay focused on her acting. She explicitly voiced objections to the religious condemnations of homosexuality, and that because the holy read lacked strong female role models it would not be a guide of her life. She made it clear that a church represents religion and yet is not a religion, and that she is rebellious-looking but still dedicated to her faith. In 2005, she shrugged off the price tag and offered to act for free to raise money for Amfar's AIDS combat projects at Cannes Film Festival. Through these years, she has found herself in collaboration with charities for varied causes, from children's rights to woman empowerment, as well as the environment when she was named Earth Hour Ambassador in March this year. She reaches wherever she can reach, does whatever she can do to fuel sparkles of change.

It wasn't just a role that society and history put us into, it is also one of the accomplishments we naturally desire. Jessica Alba proudly mothers two children with husband Cash Warren. To offer all loving mothers like her the best way to give their children the best, she co-founded The Honest Company to offer natural and non-toxic goods. Thomas Jefferson called honesty the first chapter of the book wisdom; the Honest Company is probably the first page of Alba's new change on the world. The list may just go on endlessly but WE are not here to talk about her achievements, but the qualities that build for her these accomplishments – ethics, believes and dedication, WE read from her lips and gestures.

The key to being a woman is wit and endeavour. Jessica Alba in herself is a story for all women on earth: the life of a woman is hard, but our ability to live through it makes us who we are.

**You have described your family as being "a traditional, Catholic, Latin American family." How has this influenced or driven you to where you are today as well as where you see yourself in the future?** The core values that were instilled in me as a child. Honesty, integrity, and a dedication to hard work are all things that have influenced my career as an actress and entrepreneur. What resonated the most with me as a child and carried over into adulthood, is that my family led by example; it was their actions (not their words) that influenced my drive and work ethic. I feel blessed that they taught me to give everything 200 percent.

**You have also said that you identified as a feminist as early as age five. What brought about this realisation?** I think I must have been a feminist in my past life! In all seriousness, strong, independent women have always surrounded me – especially my mother, who advocated for equality and showed me the importance of it. So, it's always been at the forefront of my consciousness.

**Your childhood medical issues resulted in a series of hospital stays and illnesses, but also a desire to act. How have those collective experiences moulded you into the person you are today?** Because I was sick so much and often spent time alone in the hospital as a child, I didn't face the pressure to assimilate at school and follow the trends of my peers. It taught me to be fearless and beat to my own drum, which continues to help me in my career today as an actress, activist, entrepreneur, and even parent.

**With a successful television and movie career spanning your youth through today, what do you think is the key to your success?** Having a good work ethic, having the support of my family, and believing in myself allowed me to turn my childhood dream of becoming an actress into a reality. I am very grateful for that experience because it similarly inspired me to create The Honest Company with like-minded partners, who also want to serve parents with great quality eco-friendly products and hopefully change the way the world and businesses do things when it comes to making it a greener, healthier place.

**You play a strong female role in the upcoming *Sin City: A Dame to Kill For*, due out in 2014. Do you think your talent and confidence as well as your beauty strike the balance that make you perfect for roles like these?** I really loved playing Nancy because of her character evolution from the first movie to the second, where she grew from being a damsel in distress to a warrior. As an actor, it was both challenging and rewarding to physically and emotionally transform myself for this role – which is something I look for when I select the characters I'm going to play.

**Is it challenging finding and maintaining a balance between career and motherhood?** When it comes to balancing everything (if you can even call it that!), I try to live my life the best I can and I sometimes have to compromise on one thing or another. I often wish there were at least two of me, or 48 hours in the day! To make things run smoother and maintain my sanity, I have lots of lists, schedules, and labels. And I have a really quick but effective make-up routine: great concealer, cream blush, and mascara. It takes 10 minutes, and I look like I've had a good night sleep. Ultimately, my children's health and happiness is my priority, so as long as they're great everything else just sort of works out.

**As a successful wife, mother, actress, activist and entrepreneur, what's your best advice to those looking to make it in today's fast-paced world? How should women seek respect?** Whether you are man or woman, I believe demonstrating humility, perseverance, and integrity no matter what industry you want to work in sets the stage for success in a fast-paced world.

**This issue is a celebration of the power and beauty of women. Do you think women have gone far on the road to feminism or is there still work to do?** I think there is place for equality, always. Globally, there is a lot more work to be done in achieving equal rights in education, pay, and other opportunities.