

MINI GIRLS



n a world that sometimes seems too grey, what's a rainbow girl to do? Despairing of ever finding cosmetics bright enough for her liking, Doe Deere did the only logical thing. She started her own makeup line.

The entrepreneurial model and makeup artist is a poster child for the brave, the bold, and the outrageously colourful.

"I live for bright colours, and everything was just too pale and watered down for my tastes," she says of her decision to create the



REN

Ren Tomovcik becomes inspired by Doe Deere, future mogul and creator of Lime Crime cosmetics

PHOTOGRAPHED BY STEVE PRUE, NEBBI ROTKOWITZ AND GRENUILLE



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Lime Crime makeup brand. “I wanted high-impact colour!” Doe’s playful creations now include an eye-popping assortment of shades for lids and lips, and an expansion of new colours in the Candyfuture lipstick line is due out in early 2010.

Lime Crime’s logo, a holographic unicorn on a pink background, is a coat of arms for what Doe calls the “unicorn girl” – a fashionista unafraid of revealing her true colours.

“Unicorn girls love colour! We believe in ourselves and carry a positive outlook on life,” Doe explains. “We may sound mystical, but we really do exist!”

It seems that quite a few ladies share Doe’s philosophy. Her blog, [Doe Deere Blogazine](#), has thousands of readers with whom Doe shares everything from advice about life to fashion tips and makeup tutorials. Perhaps it’s time for us all to embrace our inner unicorn, let the colour out of the closet, and follow Doe’s sound advice: “Wearable doesn’t have to mean boring!”

Doe, what’s one makeup item you can’t live without?

Right now I’m crazed for a good opaque lipstick. I can skip the rest of the makeup as long as my lips are some kind of lavender hue!

What’s your favourite season for fashion?

Definitely spring. I love the pastels, brights, prints and open-toe shoes.

How can we keep our wardrobes bright in the winter months?

Stick to spring colors! Who says we can’t wear lime green all year? I love colourful tights in pink, bright violet and robin’s egg blue. Statement accessories add a splash of colour. I also recommend buying stuff on sale at the end of the spring season and keeping it in the back of your closet until fall. Major money-saver!

What’s the brightest item of clothing you own?

My lime green patent Doc Martens are pretty extreme. But honestly, I have a hat that’s shaped like hard candy. How much more obnoxious can you get?!

What’s your favourite sweet indulgence?

Cupcakes and French cream lobster tails are my favorite, but I also love Raffaello treats and Japanese Pocky sticks. Saturday is my big dessert day!

Should makeup look good enough to eat?

You bet! My lipsticks look like candy and smell like cupcakes. I’m actually developing a delicious new scent for the expansion pack.

What would you say to unicorn girls who secretly want to go bold and bright, but don’t dare?

Do it, do it, do it! Remember: to be yourself is not a luxury; it’s a necessity to live a life of fulfillment!

<http://www.doedeereblogazine.com>

<http://www.limecrimemakeup.com>

