

BLOGGON

Harriet Baker and Gabrielle Lane
meet the lifestyle gurus captivating
a discerning audience online

The artist

PERFECT FOR: Jaded fashionistas

If you're familiar with Instagram then chances are you will have heard of a Mr Donald "Drawbertson"

Robertson (@donalddrawbertson). A doting father of five, successful businessman and illustrator of distinctive doodles, Robertson has social media to thank for the popularity of his work. Having begun with playful portraits of co-workers during meetings, his light-hearted, colourful masterpieces featuring everything from giraffes to Anna Wintour's signature haircut have taken the fashion world by storm. J Crew, Brian Atwood, *Marie Claire* and Korean *Vogue* number among his industry collaborators. In his role as artist and head of creative development at Bobbi Brown, he was responsible for emblazoning a Giles Deacon dress with a lip print, which was subsequently modelled by Georgia May Jagger for London Fashion Week AW14. Robertson admits he will doodle on virtually anything, merging incongruous images to poke fun at trends the world is obsessing over – picture a Kermit the Frog Birkin Bag, Louis Vuitton monogrammed rubbish and a box of Chanel Coco Puffs. His artwork is available for purchase on trendabl.com.

IN HIS OWN WORDS

Name: Donald Robertson

Age: 52

Profession: Artist and head of creative development at Bobbi Brown.

Founder of: Children Drue, Miles, Teddy, Henry, Charlie and @donalddrawbertson.

Number of followers: 100k+ on Instagram.

Target audience: World... the fashion folk mostly.

Celebrity following? Yes!

I was following them and then I turned around and they were staring at me.

How did you come up with the idea?

I listen very, very carefully to the voices in my head...

Turning point in career: Getting my first iPhone.

Favourite piece: I tend to refresh that decision hourly.

Your inspiration: People who enjoy making beautiful, fun things.

[instagram.com/donalddrawbertson](https://www.instagram.com/donalddrawbertson)



Donald Robertson
Photography © Neil Rasmus





Beanie Major wearing 18ct gold and diamond jewellery from Boodles Maze collection



The jewellery expert

PERFECT FOR:
Sunday afternoon browsing

Having made the switch from sketcher to scribe as former designer at jewellery house Shaun Leane, Beanie Major founded online magazine *In Detail* in 2011, cementing her network of fellow accessories designers, collectors and curators. She has since interviewed fashion visionary Patricia Field following the launch of jewellery brand Faraone Mennella, joined the Swarovski judging panel at Central Saint Martins to critique the designs of students and graduates and has modelled for Boodles. She works alongside photographer Harry Cresswell and regards jewellery as part of fashion.

IN HER OWN WORDS

Name: Beanie Major

Age: 28

Profession: Jewellery writer, stylist, consultant and personal shopper.

Founder of: *In Detail* – an online jewellery publication offering a unique insight into all that glitters.

Number of followers: 8.5k

Target audience: Anyone with a passion for jewellery who is interested in discovering the latest collections from both established and up-and-coming jewellery brands, as well as looking into the jewellery boxes of a growing community of tastemakers.

Celebrity following? Some stylish ladies such as Caroline Issa (fashion designer) and Bip Ling (fashion blogger and DJ).

USP: Expert opinion, stunning photography and exclusive interview content.

How did you come up with the idea?

I was designing for a leading jewellery house and I saw a gap online. I was initially inspired by *The Selby*, which features the interiors of people's homes and *Into the Gloss*, which invites women to share the contents of their make-up bags and beauty regimes. Both give a personal and intimate insight into the way other people collect and curate things to express themselves

Turning point in career? Starting *In Detail*

Favourite post: An exclusive feature that documented the design and making of a bespoke Diamond Tusk earring by Shaun Leane, based on a design that was originally created for an Alexander McQueen catwalk show. In the intimate interview with the CEO and founder of the house, he talked to us about his memories of Alexander McQueen

Your inspiration: The talented and inspiring people I meet every day.

indtl.com

The beauty addict

PERFECT FOR:
Make-up advice

Tanya Burr and YouTube are two words that go hand in hand. Viewers are invited to watch her early morning make-up routine, share her recipes for delicious sweet treats and hear her gush about her relationship with fiancé Jim Chapman. Her chatty and personable approach make her seem like a best friend – you just have to share her with millions of other followers. The vlogger's (video blogger) success has led to a collaboration with Mulberry, charting how she accessorised its bags, as well as the release of her own cosmetics line, under the name Tanya Burr Cosmetics.

IN HER OWN WORDS

Name: Tanya Burr

Age: 25

Profession: Beauty, fashion, baking and lifestyle blogger and professional YouTuber.

Founder of: Tanya Burr Cosmetics.

Number of followers: Twitter: 1.07m, Instagram: 1.4m, YouTube: 2.5m

Target audience: I have people as young as eight watching my videos and I have people who are over 25 – it's a very wide target audience.

Celebrity following? Surprisingly, Jamie Oliver follows me. I heard him talking about me on the radio the other day.

USP: I don't really know – probably the fact that I'm accessible, relatable and really open and honest about my life with my viewers.

How did you come up with the idea? I trained in make-up application and started off working on counters in department stores. Collecting beauty products was a hobby of mine and I was very passionate about it. My fiancé's sisters suggested that I use YouTube as a creative outlet to play with all my makeup. Initially, I started off uploading celebrity inspired make-up tutorials and my first views came from people who were hoping to recreate celebrity looks. However, when I branched out into video blogging about more than just cosmetics, my number of views spiked! I started to let people into my life and leave in funny outtakes.

Turning point in career? Tanya Burr Cosmetics was something I always wanted to do. I wanted to find the right people to work with and to make the best products. I'm so happy with it.

Favourite video post: Baking Oreo Cupcakes – a really fun, artistic video and the cupcakes were yummy too.

Your inspiration: Victoria Beckham – her style, her drive, her career. She has got it all.

tanyaburr.co.uk



The alkaline A-lister

PERFECT FOR: When you don't know what to make for dinner

Kale, kale, kale. This woman was responsible for putting the leafy green delight on the map last year. And if you haven't heard of the Alkaline Diet then I'm not sure where you've been. Daughter of interiors guru and *Dragon's Den* investor Kelly Hoppen MBE (and former step-sister to actress, model and fashion designer Sienna Miller), Natasha Corrett of the *Honestly Healthy* brand is one of the most recognised names championing healthy eating today. Her herd of celebrity followers has prompted mothers all over north west London to experiment with meals which are free from gluten, dairy and refined sugar (but still delicious). The approach is said to boost energy and eliminate acidic waste products in the body.

IN HER OWN WORDS

Name: Natasha Corrett

Age: 31

Profession: Chef and food writer.

Founder of: Honestly Healthy blog and cookbooks.

Number of followers: 82.9k on Instagram

Target audience: Females between 25-35 years old.

Celebrity following? Victoria Beckham, Laura Whitmore, Jessie Ware, Robbie Williams.

USP: It's all about finding a healthy eating alternative and following the 70/30 rule, which involves eating foods classed as 'alkaline' 70 per cent of the time
How did you come up with the idea? Through my own struggles, I thought if it worked for me it could work for someone else.

Turning point in career? When I launched my food range into Selfridges and got a book deal all in the same week, nearly four years ago.

Favourite recipe: From my website I am obsessed with the pumpkin gnocchi as its really easy to make and so delicious. From my new book I love my chia teff bread as it took me five goes to get it right.

Your inspiration: My mother and grandmother. They are such strong women in my life. My fans also inspire me as without them I wouldn't be here today! ■

honestlyhealthyfood.com

Honestly Healthy Cleanse

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Tanya Burr
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