THE FASHION ISSUE

FLIGHTS OF FANCY

THE SEASON’S TOP TRENDS, DESIGNERS AND ESSENTIALS—PLUS, THE GOLDEN STATE STYLE SETTERS WHO WEAR THEM BEST
HONEST WOMAN

After a childhood in the Hollywood spotlight, actress and muse Jessica Alba speaks candidly about marriage, motherhood and her scene-stealing eco crusade

WRITTEN BY LORIEN HAYNES   PHOTOGRAPHED BY DIEGO UCHITEL
"You don't have to eat all organic. You don't have to be all yoga, granola, hemp; cream and beige. I'm not that chick."

Film followed in every genre: from drama (Michael Winterbottom's 'The Killer Inside Me') to comedy (Little Fockers) and action (Spy Kids 4). She is best known, however, as muse to Robert Rodriguez. Their fifth collaboration, Machete Kills, will be released this month. Here, she reprises her role as Special Agent Sarita Rivera. In early 2014, she resurfaces exotic dancer Nancy Callahan in Rodriguez's sequel to Sin City. Point being, the director has made Alba both international pin-up and a woman endlessly on People's Most Beautiful list. Looking from the outside in, one could excuse her for believing her own mythology. To her credit, she doesn't.

Instead, she has used her traction to found The Honest Company with environmental specialist Christopher Gavigan. This eco-savvy online venture sells toxin-free products for the household—everything from dishwasher soap to diapers. She stumbled on the idea when she was pregnant with Honor. "I had an allergic reaction to a baby laundry detergent," she explains, "and when I did the research, I found out there are toxic chemicals in personal care and cleaning products in the U.S. that are not government-tested. And so, I knew we needed a company that is a toxin-free, transparent, effective and an inexpensive family brand."

To put her ethos to paper, the actress published _The Honest Life: Living Naturally and True to You_ (Rodale) this past March. "For the book, I wanted to describe realistic, healthy alternatives that anyone can apply. You don't have to eat all organic. You don't have to be all yoga, granola, hemp; cream and beige. I'm not that chick. It's about how to live in a healthy way without being extreme."

A multi-tasking matriarch, she is currently juggling motherhood and sourcing organic lip balm while also shooting films. The latest is _How To Make Love Like An Englishman_, in Vancouver. Starring Pierce Brosnan (she laughs of the title, "he knows the answer to that question.") the comedy is about a Cambridge poetry professor re-evaluating his life of Byronic excess. Her other project, dark comedy A.C.O.D., hits theaters this autumn. She and Adam Scott play children of divorce who have unknowingly become subjects of a psychological survey. She loved A.C.O.D. because, she says, "It asks the question: When do you stop blaming your parents and take responsibility for your own actions?" CONTINUED ON PAGE 240