

The Knightsbridge Space NK in London, a model for the New York City store



Top Shelf

Nicky Kinnaird: Boutique Owner

By Elizabeth S. Passarella

Everyone has the friend who discovers that great-smelling lotion or clumpless mascara before the rest of the crowd. If you knew Nicky Kinnaird, she'd be that friend. "People go into my bathroom and disappear for 20 minutes," says the founder of the popular London beauty boutiques Space NK. "My friends ask, 'Where did you get this? Can you get it for me, too?'"

Kinnaird has been a product maven since childhood. "Traveling around Europe, I would visit all the perfumeries and pharmacies and obsess over the olive-oil soap bars in supermarkets." After years as a retail fashion consultant, Kinnaird opened her own beauty store in London in 1993. At Space NK, she not only produces a line of products but also offers brands before they become household names. Now she is bringing the best of Europe to a Space NK in New York City's SoHo. Examples: "Zelens, an Italian line that has one of the highest mixes of antioxidants," Kinnaird says, and Eve Lom deep-cleansing and lymphatic-drainage facials. And Kinnaird plans to add five more Space NK apothecaries in New York City within the year. "My ideal customer is a woman who is curious, who wants to be in the know and ahead of her peers," she says. Bathroom snoopers of America, your store has arrived.



Nicky Kinnaird



Cate Blanchett, Keira Knightley, and Renée Zellweger are all fans of Space NK.

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Kinnaird's Picks

Sheerin'Okho First Class Flight. "I am constantly on a plane, and this face cream developed by a French biochemist keeps my skin looking vital."

Zelens Skin Science Day Cream. "It has 20 different antioxidants, and the texture is beautiful under makeup."

Space NK Laughter Eau de Toilette. "This blend of lime, rosemary, juniper, and ginger was inspired by my childhood summers in Spain—particularly the early

evening paseo, when Spaniards bathe and refresh after a day on the beach."

Space NK SPA NK Seaweed Body Cream. "This cream is part of my thalassotherapy line that uses seaweed to firm skin. If you apply it every morning and evening, you will see a difference in five days."

Pro-Ferm Instant Lifting Serum. "This anti-aging lotion, from a German research company, uses beta-glucan to boost the skin's immune system."

Bathing Beauty

Kinnaird takes bathing so seriously that she installed a Japanese soaking tub in her apartment. "When I was a child and had a horrible day, I headed for the bathtub," she says. Here, her tips for the perfect, *aaahh*-inspiring soak.

BRUSH UP Before the bath, Kinnaird strokes a dry body brush over her skin from the shoulders downward. "Brushing stimulates your circulation and exfoliates the skin."

SAVE TIME Apply a face or hair mask before getting in—while you soak, you'll get a deep treatment. She likes Fekkai Protein Rx Reparative Mask for hair and Eve Lom Rescue Mask for face.

MAKE IT THERAPEUTIC The Spa NK Seaweed Bath Crystals have marine salts and seaweed extract that "help relax weary limbs," Kinnaird says.

COORDINATE SCENTS Add essential oils to the water and burn a candle in the matching scent to enhance the aromatherapy experience—and eliminate competition between fragrances.

SET THE MOOD Silence your phone and put on some music. Kinnaird likes the sound track from *Out of Africa* or any opera featuring Maria Callas.

SPLURGE ON AN ACCESSORY Kinnaird loves her heated towel rack, oversize Egyptian-cotton bath sheet, sheepskin slippers, and thick robe.