



BELOW Anine Bing's Los Feliz mansion, which she shares with her husband and two children
OPPOSITE Anine poolside in the grounds of the house



COOL VIBES

Anine Bing's LA residence is a sun-drenched California dream pad – a perfect fit for the Danish model, musician, style influencer and mastermind behind one of 2018's hottest labels

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Anine Bing's trajectory sounds like the quintessential American dream: 21-year-old Danish model and musician moves to LA looking for adventure, sunshine and success. With her distinctive blog and a natural sense of style, she builds a following online, starts her own Scandinavian-inspired fashion line and in little more than a decade finds herself at the helm of a global brand. Along the way, Anine falls for businessman and fashion producer Nicolai Stampe, also Danish. They marry and have two children: Bianca, now six, and four year-old Benjamin.

Today, when the HFM team arrive at the family's 1928 hacienda-style house in leafy Los Feliz, we are greeted by their boisterous dog Luca, a Maltese. The kids are at school and Anine, now 35, looks beautiful in a parrot-print silk top, inspired by her Brazilian grandmother, over grey jeans daubed with paint, and red metallic boots. "I make whatever I need, so I don't need to buy clothes from anybody else," says Anine, who even designed her jewellery – delicate star-shaped earrings and a snake ring studded with emeralds and diamonds.

It's no wonder celebrities including Rosie Huntington-Whiteley, Bella Hadid, Jennifer Lawrence and Alicia Vikander are drawn to her label, which she describes as "effortless – a little bohemian and a lot of rock... kind of Kate Moss London Girl mixed with Paris Girl and inspired by vintage Los Angeles."

"It's not complicated fashion that only a super-skinny, tall model can wear," continues the designer, who, it has to be said, is herself both tall and willowy. She now has an Anine Bing concession in London's Harvey Nichols, and seven other stores worldwide.

Born in Denmark, Anine was raised with her sister and three brothers in Sweden; her pharmacist father, Hans Skaaning, worked for



RIGHT Anine's light and airy kitchen has a homely feel BELOW RIGHT the living room's French windows lead out to the swimming pool BOTTOM Family portraits and fresh blooms decorate the fireplace



the homeopathic and natural beauty brand Weleda, and her mother Lily Bing ("we took her last name because it was short and easy") taught at a Waldorf ('holistic') school.

Her light, airy house is painted white, with traditional tiles and original arches. The family only moved in last summer but it already has a warm, lived-in atmosphere. French windows lead to the pool, garden and guesthouse. In the kitchen, where Anine serves coffee and croissants, there's a pop art silkscreen print of Claudia Schiffer, and the dining room is dominated by a photo of Brigitte Bardot.

As we settle down to chat, she rolls up her sleeve to show a tattoo on her wrist. "It says: 'You know when you know.' That's my motto and philosophy. I feel that as women we just have to believe in ourselves and go with our gut instinct – then anything is possible."

Anine, how much of your success is rooted in your upbringing?

"I did my own thing and went my own way. As a child I wasn't part of a big group of girls. I was not cool – I was in-between. My childhood was bohemian and artsy. I was interested in fashion but it didn't come from my parents. I always had my own vision. When I was super-young, I wanted to become a jewellery designer and I would make necklaces out of beads. When I was 12, I was like, 'I'm going to be model when I grow up.'"

Tell us about your Brazilian grandmother, Elly, who was an early influence...

"I loved her style; she would wear different colours and prints and cool cardigans. I was always trying on her gold jewellery."

You didn't have any formal fashion training...

"I remember being 12, when flared jeans became a trend and we didn't have any money to buy me a new pair of jeans, so I ▶



LEFT A portrait of Brigitte Bardot – one of Anine's role models – presides over the dining room RIGHT The model and designer wearing her own designs in front of a silkscreened Claudia Schiffer portrait in the kitchen



LEFT The master bedroom is a haven of peace and quiet
BELOW A claw-foot bathtub and walk-in shower feature in the bathroom



people followed me because they liked my style. Then, when I had kids, it turned into a bit more of a 'mum blog'. I think women were inspired by me dressing well, because I believe you don't have to give up looking good when you have kids. You can throw on a pair of jeans and a cool pair of boots and feel better than when you walk around in sweats."

How did your fashion line begin?

"The idea came to my husband and I overnight. One day, I was at home with Bianca and I was bored out of my mind because I wasn't working at that time, so I came up with an idea to create my own [online] 'flea market'. I had so many clothes that I didn't use any more, so I posted pictures of them and within one hour they were all sold. My husband came home and we realised: 'Wow, people like my style.' I started

to design my own clothes and we launched the brand. Back then, it was really simple: three pairs of jeans, a couple of T-shirts and dresses, one leather jacket."

How do you balance family life and work?

"Of course it's hard when I have to travel and leave the kids, that's never easy as a mum, but also, I love what I am doing. I hope

I will inspire my kids to follow their dreams and have a good work ethic. My husband is an amazing, hands-on dad. He actually does more cooking than I do. He's makes a fantastic chicken soup that we have every Sunday. We try to divide everything up; which is very Scandinavian. It's all about priorities."

How exactly do you prioritise?

"For five years I haven't worked out [laughs] and that is not necessarily a good thing.

cut up my own jeans and then cut pieces from another pair and sewed them together to create flares. I've always been creative."

How encouraging were your parents?

"They just let us be who we were. When I was 15 and wanted to go to Milan to model, my parents let me do it even though they might not have been crazy about the idea."

It must have been difficult to be so far away from home?

"I would cry every night and it was terrifying to be there alone, but that's also how you learn, by figuring out life for yourself."

What drew you to LA?

"I first came to LA with my grandmother when I was 17 and fell in love with the city's energy. I came back later as a

model. Eventually I got bored with modelling and started a band, Kill Your Darlings. Then I met my husband eight years ago and we wanted to be closer to our families, so we moved to Copenhagen. But it didn't feel like home and after ten months of rain and darkness we returned to LA."

You became well known as a blogger...

"I had a blog in Sweden before fashion blogs became a huge thing. When I moved to LA,

'I BELIEVE YOU DON'T HAVE TO GIVE UP LOOKING GOOD WHEN YOU HAVE KIDS'



LEFT Anine describes her style as "effortless", combining fashion influences from LA, Paris and London. RIGHT Relaxing in the garden with children Benjamin and Bianca and dog Luca is her favourite pastime



I don't go out partying; I don't do what normal people do!"

How exciting is it to be in Harvey Nichols?

"It's great. When I lived in London, it was where I went shopping. Brits love our boots and lingerie. I love the personality and energy of British women and they dress so well."

How did you and Rosie H-W become pals?

"Ah... British Rosie! She was one of the first celebrities to wear Anine Bing. She came by with her stylist Cher Coulter, who is also British and a friend of mine. Rosie loved my leather jackets and she's been a loyal fan ever since. I love Rosie's sense of style and she's such a sweet person. And now we can discuss kids, because she [and Jason Statham] just had a baby, Jack."

What is the essential Anine Bing look?

"I wear boots all the time, even in sunny LA. I wear our studded Charlie boots with a skirt or denim shorts and a T-shirt, and in winter I wear them with denim and knitted sweaters. I also love our leather jackets. All women should invest in a great leather jacket – it makes any outfit look cool. And I'm obsessed with denim. That's why I started the line in the first place."

Tell us about the business side of your brand?

"My husband is CEO, but I'm very involved with all the budgets. You need to be smart and make sure your business grows. At meetings and events there are a lot of men in suits and I think it's important that women believe in themselves and take an interest in business. Women are so smart and they are great at multi-tasking, so they're naturally good at business."

Who inspires you?

"Gwyneth Paltrow is super inspirational and sweet. I'm not saying necessarily that I'm going to build my business in the direction she's gone with [her lifestyle brand] Goop, though. I want to open more stores and focus on fashion. We just launched our first candle and now our perfume, Savage Rose."

Where are you happiest?

"At home with my family, hanging out in the garden and watering plants with the kids." ■