

# WELLNESS FOR THE PEOPLE



In this new world of health-as-status-symbol, a regular appointment with a celebrity naturopath is as essential as a selective food intolerance and a Gucci Marmont bag. I'm the editor-in-chief of a fashion magazine, so it goes without saying that I have mine – David Jivan – on speed dial. He has all the appropriate qualities: delightful charisma, a list of high-profile clients as long as your arm, the ability to get results so astonishing that you're required to bore anyone around you silly by talking about it, and a schedule that's near impossible to get into. Being one of his clients is good for your street cred, as is everything to do with our current fixation on wellness. You might be able to pretend you can afford a full-time driver by booking an UberLUX, or rent a Valentino dress to wear to your ex's wedding, but in the same way pale skin pre-1920's meant you were rich enough not to spend your days working outdoors, obsessing over flour substitutes is a much more reliable sign that you're not exactly struggling to put (non-GMO) food on the table. Plus, between barre classes, broth fasts and reiki sessions, it takes time to devote all that energy to looking after yourself – and time is, of course, the ultimate luxury.

David, however, doesn't buy into all the current wellness crap (I'm paraphrasing, obviously) being peddled to us. He thinks good health should be for everyone, not just for the people who can afford to spread \$45 manuka honey on their artisanal gluten-free toast and only eat produce from organic boutique grocers. According to him, an apple is an apple is an apple – and wherever you get it from, it's always going to be a better choice than

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a burger. As someone who is more comfortable on the leisure side of athleisure, it took me a while to adjust to this sensible approach. Sensible approaches can be hard. I want the instant gratification of a ridiculously expensive superfood no-one has eaten since the Middle Ages to make me feel like I'm really making a difference to my wellbeing, considering that I do absolutely nothing else (like exercise, or sleep). Because as well as giving off the impression of wealth, we know by now that our current cultural preoccupation with wellness is about control. In past tough economic times, we turned to things like astrology to make sense of the world. It's having its own resurgence (see our newly expanded astrology page on p192) but this time around we've also added veganism and Headspace subscriptions to our list of emotional crutches. Turn to p156 for our wellness special, where you'll find a combination of both the latest fads and the most egalitarian gurus (including David).

A much less self-absorbed side effect of the state of the world over the past few years has been the uprising of women supporting other women. The movement plays a part in every issue of ELLE, but particularly the October issue which contains our annual We Are Women special, this year brought to you by the new Calvin Klein fragrance, fittingly named Women (see also: my new favourite Sandro T-shirt above). Turn to p87 for our celebration of some of the women making their mark and a difference in 2018.

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It's Melbourne Cup Carnival time! Make sure you're following us on social and go to [ELLE.com.au](http://ELLE.com.au) for all the best looks and videos from the ELLE marquee in the famous Birdcage.

ENJOY THE ISSUE,

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