

Cover Look

Alba with photographer Carter Smith and his assistant in an office kitted out with books, desk accessories, and messy folders. Altuzarra top and skirt.



Jessica Alba

The scoop from behind the scenes at *Allure*'s shoot.



Alba smiles for Smith. Calvin Klein top. Akris skirt.

Hair Lesson

To keep Alba's waves perfect during the long shoot, hairstylist Orlando Pita used hot rollers from the '70s: "They're wrapped in velvet and have wax cores that curl better. New models cool too quickly."

BEAUTY SCHOOL:

To get Alba's waves *without* vintage equipment, see page 170.



The shoot at One World Trade Center (above) was inspired by Faye Dunaway in *Network* (right).



Makeup Lesson

Makeup artist Jeanine Lobell admired Alba's brand-spanking-new collection of Honest Beauty makeup. She smudged black eyeliner and chocolate-brown shadow along the actress's lash lines, tapped on a creamy apricot blush, and swiped on nude lip gloss.



Alba's look can be re-created with the following: Eyeshadow Trio in Truly Effortless Soft Sand, Crème Blush in Truly Teasing, and Lip Gloss in Generous Kiss by Honest Beauty.

Beyond the Cover

Alba's the Honest Company is launching skin-care and makeup lines this month.

1 When an *Allure* editor suggested the magazine's own office in One World Trade Center as a location for Alba's fourth *Allure* cover and profile shoot, photographer Carter Smith enthusiastically started packing his equipment. The glass-and-steel skyscraper was the perfect backdrop for an actress who's also a businesswoman.

2 Alba bypassed the line of tourists outside, took the elevator to the thirty-first floor, and headed to the makeup chair set up in a row of cubicles. Glam complete, she stepped into a corner office and got to work.

3 The actress snacked on green juice, rice cakes, crackers, and hummus. Between shots, she took a tour of the floor.

4 After the shoot wrapped for the day, Alba hoped to make one stop before heading to the airport for her flight back to Los Angeles: She said she was craving Momofuku Noodle Bar. —CHLOE METZGER



Wool dress and pins by Prada. Photographed by Carter Smith. Hair: Orlando Pita of Orlo Salon. Makeup: Jeanine Lobell. Manicure: Sheril Bailey. Prop stylist: Juliet Jernigan. Fashion editor: Paul Cavaco. Details, see Shopping Guide.

WATCH ALBA'S REACTION TO AN OLD PHOTOGRAPH FROM WHEN SHE WAS "SECRETLY PREGNANT" AT VIDEO.ALLURE.COM.