





etra Nemcova has a three-kiss minimum for all greetings and farewells—nonnegotiable. And it is not the fashion world affectation of someone so obviously genetically blessed. When she leans in, it's to make a genuine connection.

"Petra is special," says her good friend Russell Simmons. "She has the biggest heart. There are very, very few models who would be able to do what she is pulling off."

What Nemcova has been pulling off for the past decade is singular among models. In addition to her life in front of the camera, the 34-year-old Nemcova is a philanthropist—in 2005, one year after surviving a deadly tsunami in Thailand, she founded the Happy Hearts Fund, which is dedicated to improving the lives of children af-

fected by natural disasters. She's also an ambassador-at-large to Haliti. And for the past three years, Nemcova has overseen the launch of a luxury home decor line called Be The Light that's inspired by her passion for travel. (In October, for instance, she visited four continents in ten days.)

Be The Light debuted earlier this summer with a line of candles that represents distinct elements of a country's culture. Celebration of Life incorporates vanilla, nutmeg and other spices from Mexico. Peacefulness is infused with Indonesian patchouli. And Gratitude, a balsam and fir

scent, was inspired by America's bluebell fields.

"We are all connected," Nemcova says of her brand's guiding ethos. "I want people to be able to discover the little, hidden things of my favorite places in the world—some of them are really unknown but so beautiful."

Like her family's Christmas tradition that inspired Czech Holiday Cookie, a cinnamon-and-clove-based candle.

"It starts two weeks prior with the whole family baking cookies," Nemcova explains. "Father would do the dough, and Mum would roll it, and we'd create the shapes. It makes the house smell beautifully, but it's not as much about making it as about the togetherness of the family. Not just gluing cookies together but gluing the family together."

They'll wrap a chain around the table during Christmas dinner "to keep us tight together" and cut an apple in half afterward to foretell whether everyone will be healthy in the New Year. And they will most definitely get messy.

"We have one tradition where you dip a finger in honey and then you put it on the cheeks of everyone at the table," she says. "There's a honey war going on between everyone, and it's very funny because your hair sticks everywhere. But it's all about the meaning—to try to be beautiful for the next year. Not just outside, but inside. To be beautiful and good, like honey."

If Nemcova is any proof, it works wonders.

—HANNAH ELLIOTT



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Left to right: American Bluebell Bliss, Indonesian Patchouli Peace and Czech Holiday Cookie candles by Be The Light (\$98 each). bethelightny.com

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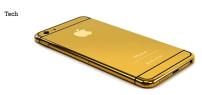


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