

# The ageless issue...

There's never been a better time to be a 40+ woman! We're modern, glamorous and successful – a group refusing to be defined by the decade we were born in, breaking boundaries in every single sphere, from business to politics, and growing in influence.

Dynamic midlife women from all walks of life around the world and here at home are taking big jobs, moving into positions of power and making their voices heard in ways that truly count.

The commercial clout of this age group has also grown steadily over the years. Far from feeling invisible to marketers – as many women at this life stage in previous generations did – we've become a lucrative and savvy audience; we value ourselves and know exactly what we want.

I do believe that women are tired

**'As women, we know what we want'**

of apologising for their age. Instead, they're changing life to suit them – making use of the many opportunities available to them to fulfil their potential, regardless of age. Take Val Thomas, 75, who launched a conservation app last year, or record-breaking runner Deirdre Larkin, 86, who only took up the sport in her 70s (both on page 62)! And then there's our bubbly, vibrant

cover star, Debbie McGee, who is being offered more TV work at the age of 59 than ever before.

Debbie's in good company. In Hollywood, an arena traditionally obsessed with youth, age as a barrier to success is falling away. Think Helen Mirren, Nicole Kidman, Oprah, Robin Wright, Meryl Streep, Halle Berry, Laura Linney, Cate Blanchett, Gwyneth Paltrow, Viola Davis, Rachel Weisz, Ellen DeGeneres, Frances McDormand and Jane Fonda... women in their forties, fifties, sixties and beyond. They're confident and well-respected, with thriving careers. An impressive set of women? I certainly think so!

On page 54, we chat to inspirational business owners about what being ageless means to them. I know you'll agree with spa guru Ayesha Rajah's quote: "Agelessness is about saying 'yes' to life's adventures, at whatever stage in your life." And with top female entrepreneur Judy Dlamini, who firmly believes you should always be ready to open your mind to new experiences.

At *w&h* we think agelessness is an attitude, not a number on your passport. Feeling inspired? I say you're only getting started – this is your moment now!

*Frith Thomas*  
 Editorial Director



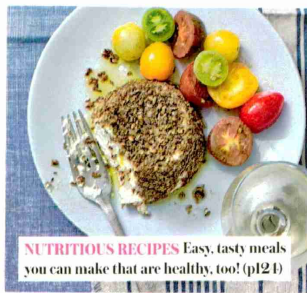
**SLEEK & SHARP FASHION**  
 Our mod-dressing guide (p18)



**SAS TRAILBLAZERS**  
 How Judi Dlamini changed life paths (p54)



**NO BARRIERS** Deirdre Larkin on breaking records after 80 (p62)



**NUTRITIOUS RECIPES** Easy, tasty meals you can make that are healthy, too! (p121)



**A FAMILY AFFAIR** This chic home is a hideaway for all the relatives (p140)

