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Why you'd be a fool to
underestimate TOWIE's Amy Childs



A CLASS OF HER OWN

First *TOWIE* and now guest presenter on *This Morning*: Essex beautician Amy Childs + telly is proving to be a winning equation

WORDS = PAUL (SIMPSON) + PICTURES = NICKY (JOHNSTON)

THE ONLY WAY IS ESSEX star Amy Childs – she of the beauty salon, vajazzles and catchphrases like “shuutup!” – is studying the scientific equations that *buzz* has meticulously crafted for her photoshoot. She pouts (which she says she does a lot when she’s deep in thought) and then points with her marker pen at the board: “He is helium, N is nitrogen, C is carbon, CO₂ is carbon dioxide...” She looks pleased. “See, I’m not stupid!” Indeed. As arguably the biggest breakout star from ITV2’s surprise hit and now BAFTA-winning reality series, she is anything but stupid. And while *TOWIE* itself has been accused of dumbing down TV, Amy is most certainly not dumb. Yes, the 21-year-old’s success is undoubtedly partly down to the superficial – her Bambi-like looks, killer bod and unapologetic love of all things pink and glamorous. But she’s also privately

educated, is already working on a business plan to open her own beauty salon and has now landed a weekly slot on *This Morning* – The Only Way Is Amy – giving beauty advice. Sell her short at your peril...

Do you think people underestimate you?

I do think people underestimate me, but I’m going to change that. The thing is on *TOWIE*, they are making a TV show so they edit stuff to make it funny. That’s what they did in series one when Kirk took me to the zoo for a date. It looked like I didn’t know what an elephant was. Or a giraffe. It made me look so thick! I *do* know what an elephant is. But I don’t know the capital of Pakistan.

What were you like at school?

I went to a private school but I struggled at first. When I was four I found out that I was dyslexic

and that I have a really bad short-term memory. But I was a good pupil. I always did my homework and the teachers said I was a pleasure to work with. I loved sitting at the front of the class – I wanted to learn and would always speak up.

And you were head girl?

I became head girl when I was 11. My best friend Amy Chapman – who’s still my best friend now – was really academic and clever, so everyone was like: “Amy Chapman, you’re definitely 100 per cent going to get head girl.” And then when they called my name out in assembly, I was like: ‘Have they got this wrong?’ Nope, they didn’t get it wrong. They wanted me to be head girl! Amy Chapman got deputy. But from that day until now, she’s still really gutted, bless her. People don’t believe me when I tell them that. Can you believe it?!



“I’VE ALWAYS WANTED MY OWN BUSINESS. I’M WORKING ON MY FIRST INVENTION: AMY CHILDS’ BOOB HOLES”

the other girls would be in their tracksuits but I had to look nice. Everything had to be perfect. I’d have a jumper, but with diamonds on it, and really tight leggings and knee-high boots with a heel. But that’s me. You can’t change me.

When did your parents’ garage become a beauty salon?

That was when we started doing *TOWIE*. The beauty salon I worked at wouldn’t let us film there so we created one at my mum and dad’s house instead. I thought: ‘Amy, you could actually open your own salon and it could look absolutely brilliant.’ My very first customer was Sam for a vajazzle. I was well pleased with it.

Will there be more of you in *TOWIE* series three? We thought series two was Amy-lite.

I totally thought that as well, honey. ‘Cause I had a boyfriend – my ex-boyfriend, Joe [Hurlock] – who didn’t want to be in the show, and the show was all about relationships.

Why did you and Joe break up?

Joe is such an amazing person. I miss him so much. But at the minute we can’t be together. In the end, I didn’t have anything in common with him. I just thought: ‘This is going nowhere.’ He’d get upset about what people wrote in the papers about me. I’d be associated with Peter Andre or Olly Murs. He didn’t believe anything was going on but he’d say: ‘This is what I’ve got to deal with at work.’ It was like it was my fault, but I’d not written the newspaper. I felt sorry for him though, because if the papers had been writing about him and girls then I’d have kicked off. I do miss him, so never say never. He’s finding it really hard at the minute and he’s upset about everything. But it’s nice being single and not having to worry about Joe for a bit.

As a bridesmaid for Lauren, are you helping with the wedding plans?

I’m not. But I’ll say to her: ‘If you need anything, honey, I’ll always be there for you.’ Obviously I know Lauren, but I don’t know her *that* well. I wouldn’t help with the food because I can’t cook. Just little bits, like finding the make-up artist for the bridesmaids and giving them a spray tan.

Do you think Mark’s grown up?

Yep. I think he’s realised that he and Lauren are always going to be together and they’ve got to make it work. And they *have* made it work.

Did you ever want to be a hairdresser like your mum Julie?

No. Wasn’t interested in hair. Always beauty. Mum’s friend had a big salon in Brentwood and I used to go there. She was a really glamorous lady. I thought: ‘This could be me one day.’ I used to help her clean up. Then I did my beauty school course and started working full-time as soon as I was qualified. If I wasn’t doing *TOWIE* I’d be happy just doing beauty.

Where does your work ethic come from?

My dad worked seven days a week as a florist. But mum and dad always made me work. Even when I finished school at 16, my mum said: ‘No way are you doing nothing – you’ll get a Saturday job,’ so my friend gave me a job at a beauty salon and I loved it. I’m so glad my mum and dad made me work as I’d be lazy otherwise. I love staying in bed all day but they’ve never just let me stay at home.

Did you ever help your dad on one of his flower stalls in Essex?

A few times, but I couldn’t do it. Nobody would take me seriously. All

They’re really happy at the moment. I spoke to Mark the other day and that’s what he said.

Do you think Lydia and Arg should be together?

Do you know what? Another Mark and Lauren, that’s what I call them. They’ve been together on and off for three years. They can’t be without each other, I don’t think. Some people think they won’t last but when you see them together in real life, you can see that they will because they get on really well with each other. Arg is all for Lydia.

Has Harry found a nice bloke yet?

Not really. I thought of someone the other day who’d be really good for him. The dancer guy who does *The X Factor* – Brian Friedman. Harry likes someone who’s a bit calmer and more laid-back than he is, and I think that’s what Brian’s like. I’d definitely set them up.

Who’s your girl crush?

Megan Fox or that Rosie Huntington-Whiteley. If I had to choose between them, I’d go for Megan Fox.

What’s the strangest thing you’ve read about yourself recently?

That me and Olly Murs are trying to make a go of things. I have never met Olly in my whole life! I was also cross about stories that said I thought I was too big for *TOWIE* now. That’s just rubbish – I can’t wait to start filming again.

Where do you think you will be in five years’ time?

In five years, I hope I have my own TV show, beauty salon and beauty schools. I could have Amy’s Angels educating people about beauty. I have always wanted my own business. I’m working on my first invention – Amy Childs’ Boob Holes. When you’re lying on your front having a massage, it’s really uncomfortable if you’ve got big boobs. You would be able to adjust the size of the special holes in the table. So there it is: Amy Childs’ invention.

WATCH IT! THIS MORNING WEEKDAYS 10.30AM ITV1 THE ONLY WAY IS ESSEX RETURNS TO ITV2 IN SEPTEMBER



Hair & make-up: Victoria Barnes using Clinique and Paul Mitchell. Clothes – check dress: ASOS.COM; shoes and bangle: New Look.

WHO ELSE IS MORE THAN JUST A PRETTY FACE THEN?



MARK WRIGHT Semi-pro footballer
He’s always been fast on his feet, keeping one step ahead of Lauren, but Mark was also a semi-pro for Tottenham Hotspur for three years.



SNOOKI Wrestler
Jersey Shore’s Snooki shocked everyone – not least WWE women’s champ Michelle McCool, when she flattened her with a handspring, backflip and cartwheel splash.



SAM FAIERS Gymnast
As a kid, *TOWIE*’s Sam was a gymnast training for the Olympic squad. But after breaking her arm three times, she gave up on her gold-medal dreams.



JON TICKLE Hockey champ
The *Big Brother 4* geek and *Brainiac* host has always been a dark horse. He has won hockey tournaments in Europe playing with his team Riders Of The Night.