

Jennifer Wijangco

BEAUTY BLOGGER



While fashion blogs are well-represented in Austin, Jennifer Wijangco felt that beauty blogs were lacking. So she co-founded her own, Beautypendence, which features beauty news, how-to guides and product and spa reviews. Wijangco, who works at the nonprofit Leadership Austin, says the aim of the blog is to showcase that everyone—regardless of age, shape or size—is beautiful, and to introduce both high-end and budget brands to her readers. “Let’s be real, it’s not like I have an unlimited beauty budget,” she says. “I only try the things I’m really interested in.” —KIMYA KAVEHKAR



1 | A TIMELESS TIMEPIECE.

I firmly believe that real grown-ups tell time from a wristwatch, not a phone. I feel naked without my Hamilton watch.

2 | URBAN DECAY 24/7 GLIDE-ON PENCIL IN ROCKSTAR.

It’s waterproof, even through the Texas humidity, and this shimmery eggplant shade goes with any skin tone.

3 | DIOR DIORSHOW ICONIC MASCARA.

This curling and defining formula boosts my puny eyelashes and never flakes or smudges.

4 | JO MALONE BLUE AGAVA & CACAO COLOGNE. I claim this as my signature scent. Who doesn’t want to smell like margaritas and chocolate?

5 | BANANA REPUBLIC STRIPED SCARF.

This modal version is my favorite because it’s large, soft and season-neutral. Perfect for planes and movie theaters.

6 | LUCCHESI LEATHER BOOTS. I’m a woman of many shoes, but if there was a fire and I could only save one pair, these would be it.

7 | CAMELBAK GROOVE WATER BOTTLE.

After sunscreen, my top beauty tip is to drink lots of water. The built-in filter means I always have access to drinkable water.

8 | MYDOG. Dylan and I found each other six and a half years ago at the Austin Humane Society. I aspire to be as happy as she is every day.

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