

Crazy Beauty

Zero brows, black lips, tatted arms, legs and necks: Beauty's gone bonkers this season.



Jason Wu



Rodarte

Backstage, models are having their brows bleached out and dyed back...again and again. Some keep their arches light, loving this highly editorial look. But, these are models who are used to over-the-top beauty bravado. Would the everyday woman dare go seemingly bare on the brows?

For Rudy Miles, Aveda global makeup artist, the answer is yes—or at least they'd dare to bare the street-wise versions inspired by the runway. "The trick is creating up-to-the-minute beauty that works for every woman based on these high-fashion trends—without compromising glamour," Miles relates. Here, three offbeat trends and their real-world adaptations. —Karie L. Frost

TREND #1: INTO DEEP

Blackened berry lips with varying finishes project a goth-glam vibe for spring.

But is it wearable? Brave beauty types, sign up—but also, *keep up*. "She must always maintain the color," asserts editorial makeup artist Annie Ing—meaning frequent applications are a must.

Dial it down for daily wear by... Skip the black and use a hue that plays to her skin tone. "Darker berries work well with cool tones, and warmer skin tones play off matching brick shades," says Ing. She suggests first applying foundation to the lips to keep the lipstick color truer and using complementary liner sparingly within the natural lip line to make the color budge-proof.



Julie Hewett
Los Angeles
Sin Noir Lipstick

Youngblood
Mineral Cosmetics
Bistro Lipstick

Mirabella Beauty
Cosmetics Drama
Queen Lip Colour

Make-up
designory
Rustic Satin
Lipstick

Being True 01 Lip Definer

TREND #2: BLOCKED-OUT BROWS

Whether bleached or concealed, brows were no-shows on several runways.

But is it wearable? "This can be a beautiful statement when paired with strong eye makeup or lip color," notes arch expert Landy Dean of Edris Salon in NYC. "Women who have naturally scarce or light brows will have an easier time pulling off this look."

Dial it down for daily wear by... "Try using a cream concealer or a light blonde brow gel first to see if she likes the look on her face before bleaching or coloring," advises Dean.



Frankie Morello

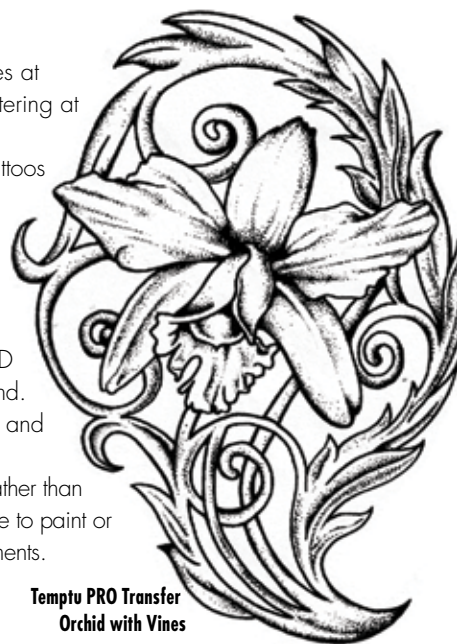
TREND #3: MODELS INKED

Tattoos transferred to the runways in many forms: tribal sleeves at Rodarte, femme pearls and garters at Chanel, and gothic lettering at Jean Paul Gaultier.

But is it wearable? Hand-painted tattoos might be a bit trickier, but tattoo transfers are as easy as 1-2-3.

"Temporary tattoos are becoming an accessory," notes JP McCary, VP of global artistry for Temptu, citing heavily tattooed celebrities Kat Von D and Rihanna as igniters of the trend. "They're as temporary as makeup and can be changed on a whim."

Dial it down for daily wear by... Rather than picking one big, bold theme, choose to paint or transfer a tat with a few smaller elements.



Temptu PRO Transfer Orchid with Vines

Kryolan Body Illustration Color 10-Piece Palette



Chanel



Rodarte



Mehron Paradise Makeup AQ 8-Color Palette

Seeking more tricks to dial down these bold beauty trends? Want to learn how to make those temporary tattoos last? Get the lowdown at BeautyLaunchpad.com.

