

Christian Dior

Spring's brave new hues and innovative applications will speak to your inner artiste.

By Karie L. Frost

The bold strokes seen backstage during spring 2008's fashion weeks are certain to elicit cries of glee from makeup artists ready to go Van Gogh. On the flip side, their works of art (cautious clients) just might turn tail and run. After all, not many can pull off lips slicked in a jolt of unadulterated claret or eyes masked with a pigmented dash of peacock blue. So when you apply your best, bold brushstrokes to your precious canvases, you'll have to morph these highly conceptual trends into viable, wearable beauty.

"The average woman doesn't use her makeup for shock value," points out Rea Ann Silva, creator of Beautyblender and celeb makeup artist to pop-shocker Christina Aguilera. "You can introduce vibrant, fresh color to your client by suggesting she wear the hue as an accessory to create synergy." Then, as she becomes comfortable with her blinding coral bangles, your client just might allow you to paint her lips and eyes a daring shade of tangerine, too.

Or, take Iredale Mineral Cosmetics team member Todd Taubman-Walker's approach: "I always ask my clients, 'What colors would you absolutely never wear?' Whatever their answer is, those are the colors I use. I urge my clients to break away from their comfort levels and explore new possibilities. You'll never know unless you try it."

And this is the perfect season to embolden your clients with vibrant color choices and sparkling finishes. So grab your brushes, sponges and the newest spring cosmetics, and borrow bits of the following showstopping trends to create your own masterpieces. As surrealist Salvador Dali famously divulged, "Those who do not want to imitate anything, produce nothing."

# Playing Picasso

Photos: Andreea Angelescu;  
Styl: Brooks Ayala

Giambattista Valli



Prada



Makeup artists opened up their boxes of tricks and turned out chroma-crazy eyes that were truly works of art. Working for Prada, mega-makeup star Pat McGrath painted eyelids to mimic dragonfly wings—an interplay of supersaturated, sparkling ruby, gold and black—while makeup artist Ellis Faas airbrushed a whisper-soft mask of turquoise over eyes at Giambattista Valli. “If your clients are young, fun and have strong personalities, they can carry off a variation on these strong looks,” says Kimberley Frey, project manager for Mineral Mine. Indeed, reining in the conceptual eye trend for everyday wear takes a bit of thoughtful reimagining.

# EYE ART

“Rather than airbrush on a mask, adapt this trend by using really sheer, pastel hues to create a soft wash over the eyelid,” suggests Silva. Or incorporate a pop of color, such as dense electric blue, as eyeliner.

**1 | Nuovi Cosmetics** Colours D27 Eyeshadow in Suede

**2-5 Mirabella Beauty** Pick 4 Eye Colour Palette in 2-Felicity; 3-Visage; 4-Tone; 5-Smoulder

**6 Bare Escentuals** bareMinerals Eyeshadow in Blue Hue

**7 Colorlab Cosmetics** Eyeshadow in Grass Stain

**8 & 9 Colorescience** Rock Quartet Gem Loose Mineral Pigment in Perfectly Peridot and Truly Topaz (9)

**10 Joey New York** Eye Shading Powder in Eye Believe

**11 Lord & Berry** Stardust in Aqua

**12 & 13 Von Natur** Eye Colour in Sapphire and Dermantoid (13)

**14 & 15 Your Name** Luxe Crème Liner in Metallic Jade and Midnight (15)



# MY DARLING CLEMENTINE



Michael Kors



Sonia Rykiel

Orange—the season's hottest hue—sprang up in various shades and intensities on dozens of runways. Peppy peach, coral and tangerine warmed up lips, cheeks and even eyes. "Orange tones have always given women a sense that warmer days are coming," Taubman-Walker explains.

But should your clients bite into the orange trend? "Orange shows individuality, courage and playfulness," says CARA Cosmetics founder Leslie G. Christin. Taubman-Walker agrees. "If your client is the type of woman who breaks out those sleeveless dresses at the first sign of sunshine, then she might be the type of woman who will experiment with brighter oranges."

1 **Joey New York** cinnaMEN Lip Gloss in Vanilla Ice

2 **I Nuovi Cosmetics** Colours D36 Blush in Hyperbolic

3 **Joey New York** cinnaMEN Lip Gloss in Spice

4 **CARA Cosmetics** Unicolor in Praga

5 **Bloom Cosmetics** Lip Plump Colour in Minnie the Minx

6 **Bare Escentuals** Buxum Big & Healthy Lip Polish in Bunny

7 **Mineralogie** Natural Lip Gloss in Tangerine

8 **Colorescience** Rock Quartet Gem Loose Mineral Pigment in Totally Tourmaline

9 **Colorlab Cosmetics** Lip Gloss in Sunshine

10 **Aveda** Nourish-Mint Sheer Mineral Lip Color in Poppy

11 **Kryolan** Lipcolor in LC004

12 **Youngblood** Pressed Mineral Blush in Tangier



# BARELY BELIEVABLE



Calvin Klein

The fresh-faced beauties seen at Calvin Klein left onlookers drooling—and wanting to know how they could alter their genes. Not necessary! A light application coupled with the newest semi-matte foundations and powders will do the trick. "Today's foundations definitely provide more than just a flawless finish," relates Shiri Sarfati, VP of sales and marketing for Repêchage. "Choose a foundation that's rich in antioxidants, vitamins and minerals, and one that has an SPF. A good foundation used daily will protect your skin from environmental aggressors such as the sun and pollution."

Spring's brightest formulas lend a "soft-focus optical effect," says Gina Austin, founder and creative director of Stript. "Light literally bounces off the face, minimizing the appearance of wrinkles and large pores."

And though the spring visage is semi-matte, it retains a multidimensional finish. "The texture remains velvety like a matte, yet there is still a slight element of shine to act as a light diffuser to erase problem areas," says Silva.

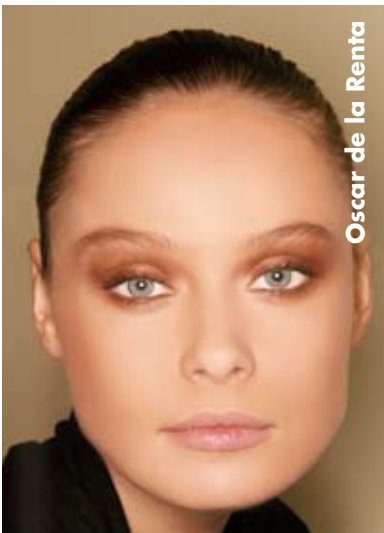
1 **Mineral Mine** Loose Mineral Foundation in Oyster

2 **Jane Iredale** PureMatte Finish Powder

3 **Stript Natural Mineral Make-up** Mineral Foundation in Dark Neutral Cool

4 **Repêchage** Natural Finish Pressed Powder in Beige





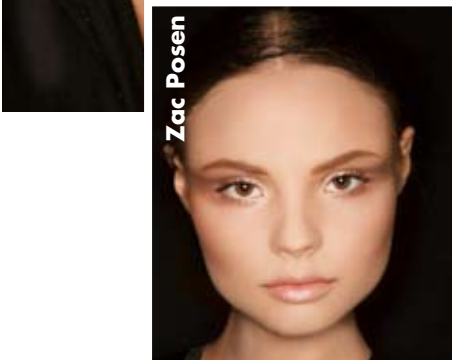
Oscar de la Renta

# METAL WINNERS

Don't even try to resist the allure of metallic eye shadow's multifaceted charm. After all, "gold, copper and sparkling silver are this season's neutrals," says Joey Chancis, CEO of Joey New York. And don't forget lilac pewter, rose-tinged gold and topaz-flecked copper. The hottest metallics lend a kaleidoscope effect that's certain to flatter everyone—even your mature clients.

"Discard those old rules about 'experienced' women not wearing shimmer or metallic. We're not talking about glitter here!" exclaims Taubman-Walker. "It's more about a soft shimmer and glow. These metallics can actually erase years by creating a soft focus."

- 1 Mineral Mine Mineral Gems in Bronze Metal
- 2 TIGI Bed Head After-Party Long Wearing Creme Eye Shadow in St. Tropez Sunshine
- 3 Emani Cosmetics Crushed Minerals Color Dust in Heavens
- 4 Mineral Mine Automatic Eyeliner in Bronze
- 5 Emani Cosmetics Crushed Minerals Color Dust Starlight
- 6 Youngblood Cosmetics Crushed Mineral Eye Shadow in Kasbah
- 7-9 Jane Iredale Eye Gloss Liquid Eye Shadow in Grey Silk, Brown Silk, and Champagne Silk



Zac Posen

# DO THE BRIGHT THING

When Tanya Dzhahileva flashed her megawatt smile with equally dazzling lips backstage at Temperley London, beauty editors couldn't help but trip over themselves to get the 411 on this hot lipstick hue. High-impact, heavily pigmented pouts, ranging from fierce fuchsia to bright pop-tart pink, ruled the runways. Even knock 'em dead blue puckers appeared on the Louis Vuitton runway. "The louder, the better," Chancis says of spring's cartoon-color craze. "Lip color hues are as brave as bubble gum, pumpkin and vibrant orange."

However, not everyone can pull off this attention-grabbing lip. When in doubt, turn down the vibrancy volume a few notches. "Start her off by using a bright lip gloss, rather than a lipstick, and blot it to remove most of the shine," suggests Taubman-Walker. "You should leave just a suggestion of the color on the lips."



- 1 Sothys Sublime Lips Care in Rose Esquisse and Orange Beauty
- 2 Your Name LipShine SPF 15 in Pink Bubbles
- 3 Bloom Cosmetics Lip Plump Colour in Lottie Le Brock
- 4 Jane Iredale LipColour SPF 18 in Carrie
- 5 & 6 Colorlab Cosmetics Lipstick in Burnin' Love and Latin Love (ó)
- 7 Sormé Glossé Lip Gloss in Delilah
- 8-10 Kryolan Lip Rouge in LC120, LP626 (9), and LP623 (10)



Badgley Mishka



Temperley London