

SIRENS CALLING!

Forget Avon calling—the sirens' call is in full effect for fall's biggest makeup trends. *By Karie L. Frost*

Don't be alarmed if your neck feels a bit sore this fall. You are probably suffering from SMW (Siren Makeup Whiplash), a dull pain brought about by the constant double- and triple-takes you instinctively do when spotting a lady all done up in fall's screen-siren makeup trends. The looks are so willful, so in-your-face, that you can't help but be drawn to them—repeatedly!

But, beware: Most of the bolder trends center around one feature—the eyes, lips or brows. To blend any two of these scene-stealing trends would be cosmetic blasphemy! We've isolated five of the season's femme-fatale looks and paired them with the freshest fall offerings from cosmetics companies. Add to that the A-list makeup artists' tips that we've included for giving these trends a glam go, and you've got sirens calling!

*Monique
Lhuillier*

Smoking Section

Bring in the firefighters! Smoky eyes find fiery footing this season, bringing back the sultry, heavily shaded eye often associated with such beauties as Sophia Loren and Brigitte Bardot. The favored hue for sending out smoke signals? Charcoal gray. "Smoky, smudgy eyes in gray make blue or lighter eyes look more intense. Plus, grays are a great modern look on brown or darker eyes," informs makeup artist April Greaves, who has glammed up the visages of Nicky Hilton, Daryl Hannah and Milla Jovovich.

While slate, pewter and dove grays are hot, any jewel-tone hue will take this trend and make it fresh. Just add a bit of pizzazz to the smoked-out eye by topping shadow with a dusting of glitzy glitter, as seen at Monique Lhuillier. Or, "play with metallics blended into the inner corners and center of the lids to take this trend well into the evening," says Greaves.



Celine

1. Aveda Petal Essence Eye Color Duo in Honeycomb/Bluebell
2. CARA Cosmetics Unicolor in Sevilla
3. Color Lab Cosmetics Mineral Eyeshadow in Catwalk
4. Emani Crushed Minerals Color Dust in Java, Java
5. FACE atelier Eye Shadow in Burnished Auburn and Metallic Taupe
6. I Nuovi Colours D27 in Emerald
7. Laura Geller Baked Marble Eyeshadow in Blue Heaven
8. Make-up Designory Eye Color in Moss
9. Mineral Mine Natural Woman Quad



*Luca
Luca*

Lip-Red

On both the Gucci and Valentino catwalks, the screen-siren pout reigned supreme. In-demand makeup artist Pat McGrath created both looks, citing that not only did both designers want to reference the old-school glamour of '40s divas, but of *all* women who are strong and extremely independent. One celluloid beauty in particular seems to be this fall's muse: 1940's screen siren, Veronica Lake. "Her crimson lip is totally the *it* look," says celeb makeup artist Riku Campo, who has painted the lips of Anne Hathaway and Jacinda Barrett. "To keep on trend, line and fill the lips with a deep, cherry-red liner. And always remember to put a little tinted moisturizer on lips prior to applying lipstick to help the color stay put and look vibrant."

"Retro-red lips are a great alternative to the nude mouth we continually see," explains high-profile makeup artist Camille Clark, who tends to Jamie Lee Curtis and Emily Procter. "If your client's skin is pink, choose a red with a touch of orange; if skin has a yellow undertone, choose a red with a blue base."



1. Bed Head Girls Just Want It! Lipstick in Luxury
2. Debra Macki Lipstick in Lita
3. Kryolan LC157 and LP649 from the Lip Rouge Set
4. Bare Escentuals Buxom Lips in Brandi
5. Make-up Designory Satin Lipstick in Rustic
6. Mineralogie Lipstick in Desire and Lip Liner in Scarlet

The Cat's Meow

It's official: Boldly lined eyes are fall's sleeper hit! "This look is really clean and sophisticated; it's a nice departure from the messier, smoky eye of the season," says Clark.

Adds Greaves, "Liquid-lined cat eyes are always a classic look—particularly with a pared-down, clean face with either a nude or red lip. The key is to keep everything else on the face simple." Look to McGrath's bold liner for Louis Vuitton as your guide, which she extended well past the eye's outer edge and lightly angled up to lend a touch of modernity. "An extended, bolder line can really strengthen and widen the eyes," says Greaves. "Vary the angle according to your client's eye shape and cheek bones."

If the exaggerated line is a bit too dramatic for your clients, "Use the natural eye shape as a guide and keep the line shorter and thinner," suggests Clark.



1. Mirabella Eye Definer in Smoke
2. I Nuovi Eyeliner/Brow Definer in Ebony
3. Debra Macki Khol Eyeliner in Charcoal
4. Bloom Cosmetics Shadow Liner in Charcoal Grey
5. Naieme Liquid Liner in Strength and brush
6. Jane Iredale Cream to Powder Eyeliner in Plum Plus



1. Aveda Face Accents in Ruby Vapor
2. Bodyography Oxyplex Pressed Complexion Powder in Amber
3. Color Lab Blush in St. Tropez
4. Colorevolution Mineral Foundation in Crème Caramel
5. ColorStrokes Pure Cover Natural Mineral Concealer in Obliterate
6. Lord & Berry Lipstick in Smooth Beige
7. Repêchage Colour Actif Perfect Skin Liquid Foundation SPF12
8. Your Name Superwear Crème Shadow in Naturelle and Truffle

Lay It On Thick

Don't fret; the overly theatrical bold brows seen at Chanel and Christian Dior serve more as a blueprint for how this trend should be interpreted. Even though McGrath's sculpted, '40s-inspired brows at Dior are way over-the-top, the idea behind them—a full, perfectly shaped brow—is fierce for fall. McGrath used short strokes with a dark brown pencil to exaggerate the shape of her Dior brows; you can do the same!

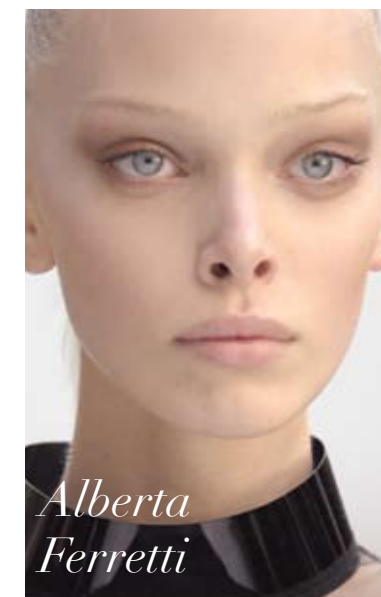


Kryolan Kajal Art No. 1092 Pencil



Bare You Go Again!

Dressed down skin is only the beginning of fall's neutral face. At Alberta Ferretti, makeup artist Charlotte Tilbury went easy on the foundation and applied dabs of concealer wherever needed. Still holding strong, the monochromatic craze of last season remains, with a neutral, almost flesh-tone lip pairing with a subdued copper eye. But what updates the look for fall is accentuating the contours of the face, which Tilbury did by applying bronzer to sculpt under the cheekbone to lend more life to the visage.



Bleach for the Stars!

When models arrived backstage for the Marc Jacobs show, they had a surprise waiting for them: Runway fixture and makeup artist Dick Page was standing at the ready to bleach the young ladies' brows light blonde. "A bleached brow works very well on girls with heavier brow bones where the eyes are deeper set; you can wear stronger eye makeup without the eye appearing crowded," says Greaves. But, she adds, "This look is definitely *not* for everybody. However, a lighter brow can really soften the face when even lightened just a few shades."