

ONLY HUE

Christian Dior

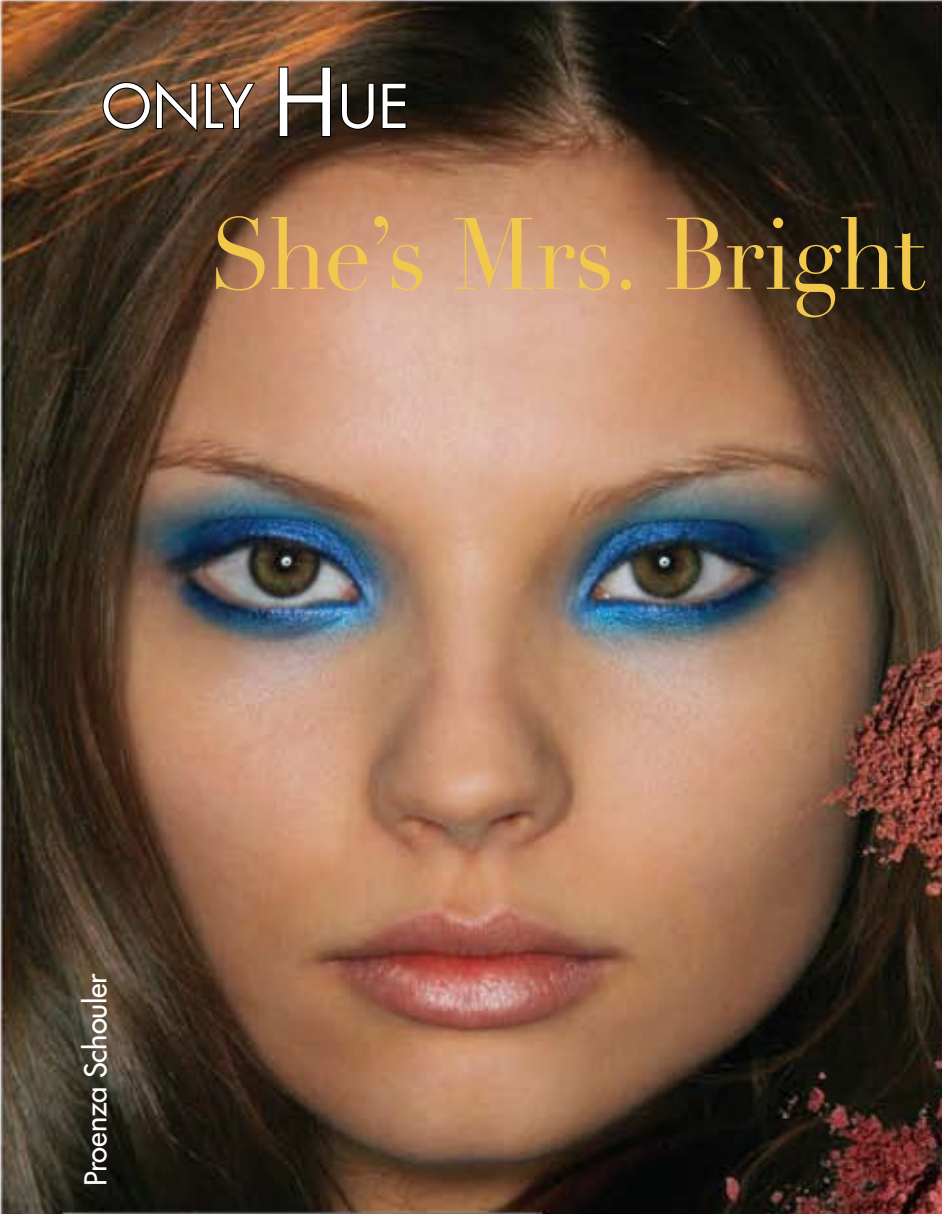
You'll find strength in the number of colorful beauty trends that this season offers, from provocative raven to feisty yellow, from rich wine to soft-focus pink. Choose your direction—gutsy femme fatale, sweet gamine or glam sophisticate—and let the colors fly.

By Karie L. Frost

Flying Colors

ONLY HUE

She's Mrs. Bright Eyes (and Lips!)



Proenza Schouler



Civichini



Behnaz Sarafpour

Backstage at Behnaz Sarafpour, makeup darling Gucci Westman got creative, pumping up models' lids with actual high-impact purple lipstick or dousing their eyes and flocking their lashes in Temptu's airbrush S/B Hi Def Yellow. The result: serious

color saturation, a resounding trend that flooded the show season. Fanciful color also brightened lips, and why not? "A pop of color calls attention to any feature, and what woman doesn't want to show off expressive eyes or kissable lips?" laughs Colorescience CEO Diane Ranger. Of course, nobody's asking your clients to go hog wild and boast

cumin-and-saffron-colored eye shadow from brow to lash paired with a full-tilt russet lip. "The rule still stands: If eyes are bold, go light on the rest of the makeup," says Erika Bosley, Sormé Cosmetics marketing manager. Indeed, as Ranger notes, "Focus on one—and only one—feature, and don't incorporate more than one bold color."

For eyes, Jane Iredale VP of sales and marketing Theresa Robison suggests combining sedate tones, such as a soft lavender, with their wilder partners (an intense purple), to illuminate this trend. "Apply the more intense color just on the outer triangle of the eye as an accent, and keep the rest of the lid soft or neutral," she says. And for the subtle variation on this trend, Ranger drops this hint: "Use a bright color as a liner under the lower lash line."



- 1 **Bluffa Jo** Mojito Eye Shader
- 2 **Mineral Mine** Savvy Saffron Mineral Gems
- 3 **Your Name** Resort Matte Shadow
- 4 **Sormé Cosmetics** Glow Long Lasting Wet-Dry Eyeshadow
- 5 **Your Name** Russet Polychromatic Shadow
- 6 **Mineralogie** Aqua Shimmer Eye Shadow
- 7 **Youngblood** Prism Pressed Individual Eyeshadow
- 8 **Eye Pearl** Emerald Green Radiant Eye Shadow
- 9 **Mirabella Beauty** Clover Fresh Blooms Eye Colour

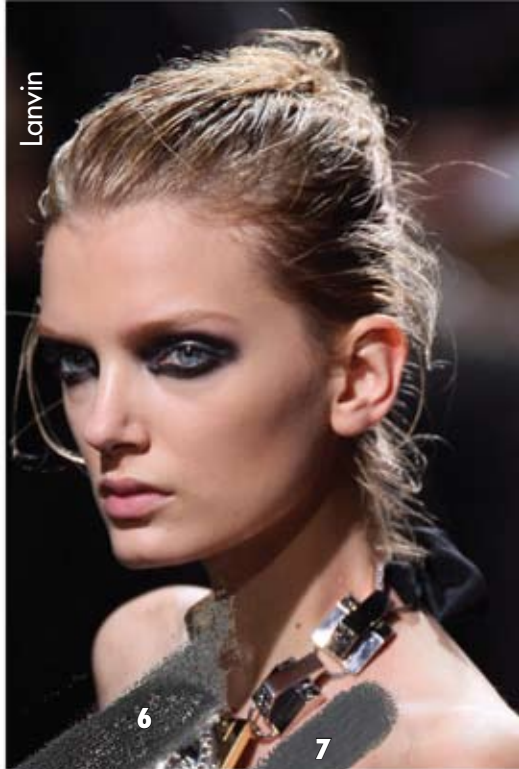
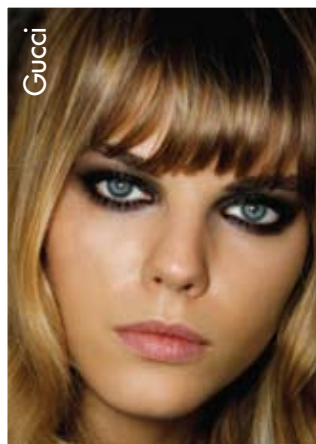
Tough Luxe

Aggressive chic is the name of the game this season, with kohl-coated eyes pushing women toward the beauty edge. "This is all about strength, color and attitude," says Sothys sales executive Victoria Austin. To translate "tough chic" for the streets, Colorlab Private Label trainer Kim Spies suggests ditching ebony in favor of such smoldering hues as grays, plums, jades and sapphires.

If your clients stick with black, Austin recommends "scaling back and blending well. If your clients don't want to look harsh, make sure they invest in blending brushes...and use them." Start off with a less-is-more esthetic: "Go easy on the darker shadow at first and then build your intensity," Youngblood Cosmetics celebrity makeup artist Philip Luque advises. To add a little bit of pop to this blackout trend as mega-makeup artist Pat McGrath did at Lanvin, Ranger recommends highlighting the look with a dab of silver. "This can brighten the eyes, lighten or soften the darkness, or even be used to focus attention on a particular area of the eye," she says.



- 1 **Bare Escentuals** Smoky Sequins bareMinerals Liner Shadow
- 2 **Being TRUE** Obsidian Eye Definer
- 3 **Colorlab Private Label** A Little Magic Mineral Eyeshadow
- 4 **Jane Iredale** Sizzle from Smoke Gets in Your Eyes Shadow Kit*
- 5 **Youngblood** Sapphire Pressed Individual Eyeshadow



- 6 **Pencil Me In** Jet Sparks Eye Accent Pencil
- 7 **Sormé Cosmetics** Charcoal Smearproof Eyeliner



Soft Focus

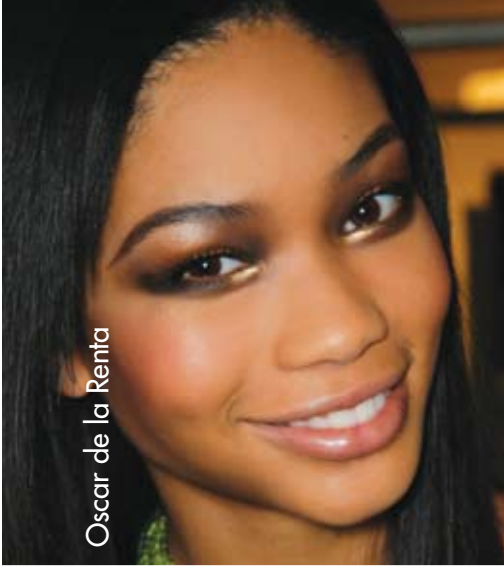
This season, the minimalist face emphasizes flawless skin—or at least the illusion of it. The newest lightweight products and application techniques work to mask any imperfections while allowing skin to breathe. To prep your client's visage, Robison points to a skin brightener as a logical first step, "preferably one that also acts as a light moisturizer, and apply it with a good blending brush so that it penetrates the skin." For the finish, keep the focus on texture; "matte" is the word, and Ranger draws

the parallel between fall's richer, more luxurious fabrics and how the skin should look: "soft and beautiful, like velvet." Elke Von Freudenberg for Brushes by Karen suggests lightly dusting skin with loose powder to offset any shine. "The new matte face isn't about piling on pressed powder," she divulges, adding, "skin should show through the product." To round out this picture of perfection, Von Freudenberg suggests imagining "an English Rose. Soft, dusty pinks for blush or lips marry well with matte skin. Also, a stronger, groomed brow keeps the look from going too soft."



- 1 **Sormé Cosmetics** Believable Finish Wet/Dry Foundation
- 2 **Sothys** Oxyliance Foundation
- 3 **Jane Iredale** Brush-Me Matte Loose Finish Powder
- 4 **Gerda Spillmann Swiss Cosmetics** Bio-Fond Cream Make-Up

* Complete kit not shown.



Oscar de la Renta

- 1 **Jane Iredale** Rose Gold 24-Karat Gold Dust
- 2 **Colorescience** Mostly Mercury from Heaven on Earth Rock Quarter*
- 3 **Emani** Crushed Minerals Goldfinger Color Dust
- 4 **Colorlab Private Label** Vegas Mineral Eyeshadow



Roberto Cavalli



Dash of Shimmer

Refreshing metallic sparkle took several forms this season, from molten bronze and charcoal seduction at Oscar de la Renta to practical-pretty gold at Roberto Cavalli to liquid gold at Chanel. Even silver struck a chord, shimmering on eyes or highlighting cheekbones for a winter-fairy look. Gilding eyes for fall requires quite a different touch than did the metallic lids you created last summer.

"Layer your coppers, golds and bronzes over matte shadows to create a more saturated look versus simply using a sheer wash of shimmer," says Robison. Top off the look with loads of mascara to add gorgeous depth.



Monique Lhuillier



Fendi



Bill Blass

Wine Tasting



Dolce & Gabbana

Cheers to this! Wine-hued lips are hitting the mark with beauty makers. "When done correctly, this look is minimal, as well as elegant," says Austin. Line your older clients' lips to keep the rich color from traveling, but avoid drawing strong, sharp edges, which "can look outdated," says Von Freudenberg. Skip the liner altogether when applying the trend for youngsters. Instead, treat the tint as a stain, concentrating the lipstick toward the center of the mouth to create the appearance of lips slightly stained from sipping cabernet. Spies stresses using your fingers as your lipstick applicator; "you can achieve that 'not so defined' matte finish" with this technique, she says. And, regardless of your client's age, remember this tasteful tip from Robison—"Exfoliate, exfoliate, exfoliate! These colors show every little flake and line on lips." Truly, nothing looks worse than gunky, flaking lips dressed in dark lipstick.



- 1 **Sormé Cosmetics** Sense Color Lip Care
- 2 **Sothys** Grenadine Hydra-Glide Lipstick
- 3 **Aveda** Passion Flower Nourish-Mint Smoothing Lip Color
- 4 **Mineralogie** Sangria Lipstick

* Complete kit not shown.

TO THE BROW

Eye shadow application takes a "highbrow" turn this fall. Dark shadow bled (intentionally) from lash line to eyebrow for a high-drama look.

Jane Iredale
Earth Red
Lip Pencil

Eve Pearl Caramel
Kohl Lip Pencil