



# Springing Ahead

This season's palettes and trends are defined by balance and versatility.

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Story by Rachel Kossman

**News flash:** this year's runways weren't all about highlighter-inspired neon. Not that designer collections lacked color—instead, they honed in on **balance**.

"Usually, Spring is bright, bright, bright, but this year we're noticing a nice kind of yin and yang effect with neutrals and pales," says Philip Luque, global director of artistry for Youngblood Mineral Cosmetics.

"I'm seeing a lot of **contradictory colors**, creating a palette of magnetic beauty," adds Janell Geason, global artistic director of makeup for Aveda.

Leatrice Eiseman, executive director of the Pantone Color Institute and author of *More Alive with Color* (Capital Lifestyles, 2007), dips into the psychology behind the equilibrium. "It's indicative of this crazy world that people are seeking the kind of 'enclosing' that cooler, quieter shades can offer," she says. Collections utilized blues, grays and neutrals, but they were often offset by warmer hues: lucite green and marsala, the wine-colored burgundy selected as Pantone's 2015 Color of the Year.

"When you have a warmer color next to a cooler hue, you create a combination that immediately changes the color—and subject's—personality," says Eiseman.

Many makeup trends from the Spring/Summer Fashion Weeks are staples: fresh faces, golden glows, classic liners and full lashes. Other trends are standouts: popping lids, negative space manicures and matte colors, from lips to nails.

For makeup artists, this balance means incorporating technique, all while paying attention to clients' needs. Although it's important to continually update your work, it's just as important to ensure that your subjects feel both comfortable and beautiful.

But comfort, equilibrium and wearability don't have to mean "boring".

"The best makeup artists I know encourage breaking the rules," says Dru O'Brien, a freelance makeup artist based in Los Angeles. Eiseman couldn't agree more. "It's all about surprises, and *not* doing the 'same old' time after time."



Classic  
Reds



Natural  
Hues



Bold  
Eyes

# Face First

Whatever the weather, picture-perfect skin is always in season. Help your clients don glowing faces that reflect 2015's trends.

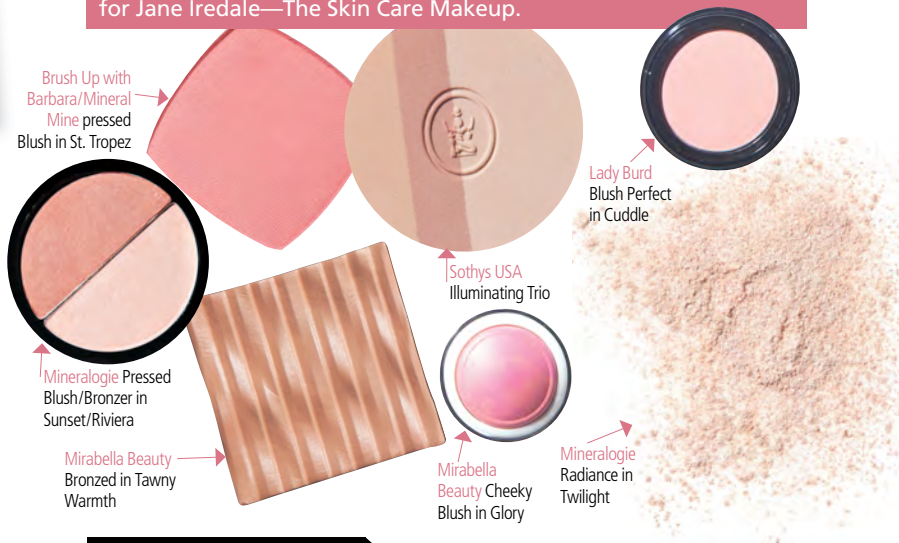
## The Trend: Barely There



"It takes makeup to look like you're not wearing makeup!" says Karen Bock, founder of Brushes By Karen. Mineralogie's lead makeup artist and color expert Allyson Harold recommends you take a step back and analyze the subtleties of your clients' complexions. "I always talk to them about strategic placement when it comes to perfecting the skin. The more thoughtful the placements, the more of that natural, skin-like finish you'll achieve," she explains.

## The Execution: Natural Hues

Think blushes in rosy pink and peachy hues, and bronzers to generate lightly golden faces that add to her natural glow. "Bronzed skin is taking on luminous, iridescent textures, melding with golden bronzers to create gorgeous, radiant skin," says Harold. Blushes have occupied the back burner in recent years, but this may be their comeback season. "Show clients how to make their face look and feel healthier by utilizing pinky, red tones on their cheekbones," Eiseman suggests. Cheek stains are ideal for warmer skin tones, because they "add a little bit of color for spring, but don't go too pink," explains Tricia Campbell, director of education for Jane Iredale—The Skin Care Makeup.



## The Trend: Airbrushed



For starters, skin is in again, and it needs to be flawless to pull off a natural, sun-kissed appearance. "A lot of women are gravitating toward healing coverage, looking for liquid foundations that protect from free radicals, with anti-aging properties as well," notes Corinne Smith, director of sales and marketing for Sothys USA.

## The Execution: Liquid Love

Non-powder coverage is often easier to color match and blends more flawlessly into skin to offer heavier concealment and act as a moisturizer. The secret to this look is in the tools, so keep the stippling brushes and kabuki brushes on hand. Flat-topped tools offer an all-over, smooth appearance, and help blend makeup into the skin evenly—without any mess. "The stippling brush is great for lending that lovely, airbrushed look," adds Sothys' Smith.



# Alluring Eyes

Brow intensity, cat-eye liners or bright shadows—whatever she's eyeing, learn how to help her expertly execute.

## The Trend: Surprising Shades



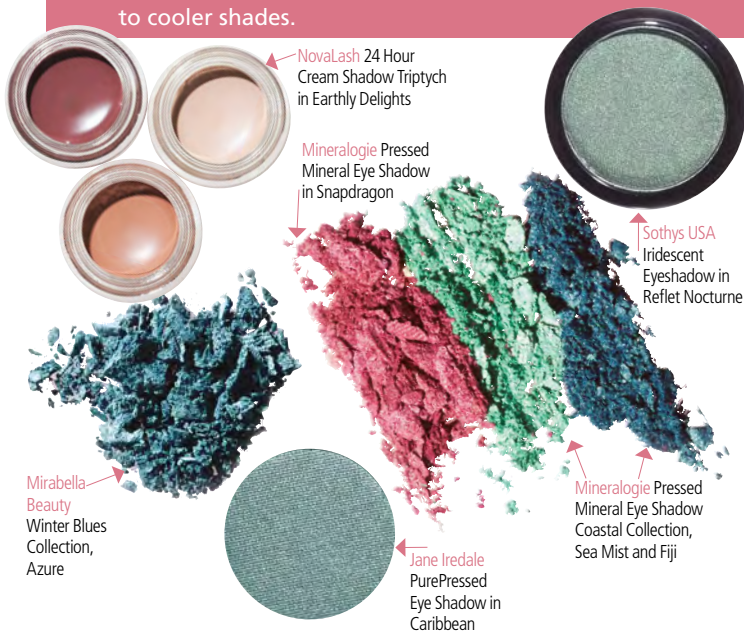
This season is all about going to the next level, says Mineralogie's Harold: "Neons are brighter, pastels are punchier, and some surprising colors are making their spring debuts."

"We're seeing very romantic shades, not the same pastels from past years," says makeup artist O'Brien. Jane Iredale's Campbell predicts that pale greens will be a huge hit, and although you might associate glacier gray, aquas, plums and wine-toned purples with winter, as the snow melts, they aren't going anywhere.

## The Execution: Creative Combinations

O'Brien believes the best thing about this timely trend is that *bright* doesn't have to mean *sharp*. "I love that purples can still be soft, which makes it easy to keep the rest of the face soft," she explains.

To assure balance, Eiseman suggests, layer complementary colors—such as gray and burgundy shadows—to add warmth to cooler shades.



## The Trend: Go Bold



Educators say this Spring sounds the call to *intensify* color. Be it a gray-scale smoky eye or a rainbow-inspired lid, it's all about amping up the look.

"Copper and ivory shades, magnified by a subtle opalescence, are fine and light," says Janell Geason, Aveda's global artistic director of makeup, "but daring, yet classic, shades—indigo sky, blooming pinks and plums—create impossible-to-miss definition and complexity."

## The Execution: Bring on the Layers

"To strengthen your colors, make sure you're layering," says Campbell. "Any time you place a powder on top of a cream, you're going to bump up the pigment." Layer a beige eye sheer as a primer and then add complementary colors. If your clients are concerned you're adding *too* much, reach for a crease brush. "It allows you to build and blend at the same time," she says.

Harold has mastered a simple technique for employing majestic colors: "Wrap the entire eye in color and blend upward, toward the brow, with seamless, diffused edges." She suggests using expressive shadow colors as eyeliners to add drama.

Another neat trick? "Wet a brush with a hydration spray to intensify the color," offers Campbell.



## The Trend: Focal Point



Be it a thick liquid cat eye, a plum lid, or a shadow-infused eye line, choose *one* of these looks to ensure it takes center stage.

Consistency is key here. "Pick one trend that works with the style you're projecting, and stick with it," suggests Maureen Burke, makeup artist for Brush Up with Barbara. "Mixing and matching can appear confusing, or that you're trying too hard."

## The Trend: Brazen Brows & Lengthy Lashes



This season's barely-there look raises the importance of eyebrow shaping. "Your clients aren't going to be wearing a lot of makeup, so their eyebrows will be front and center," explains Sothys' Smith. Less concealment means it's your job to ensure brows are in tip-top shape.

And—no surprise—fluttery, full lashes are here to stay, so be sure you've got plenty of lash sets and classic mascaras to help clients volumize.

## The Execution: Pick Your Statement

"Try using a really thick liner on the top lid, but keep the rest of the face soft and natural," says Brushes By Karen's Bock. She also suggests experimenting with lining *just* the outer corners of top and bottom lids and keeping the inner corners clean and natural.

For clients with light complexions, Campbell uses a taupe brown-gray. "This shade is perfect for lighter-skin-toned women who want a dramatic eye—it's not as overwhelming to pale faces as black can be."



## The Execution: Careful Concealment

A perfect shape and an arch that isn't overdone are key for a flawless face. Brow powders and pencils create "natural-looking, buildable color that adds texture and color," explains Bock, who recommends highlighting with feather-like strokes right along the brow bone.

For clients with near-perfect brows that just need a little oomph, suggest a gel—which clings to brows and intensifies their natural shape.



# Showcase Smiles

Far from being an afterthought, lips are the driving force behind the looks that graced NYFW.

## The Trend: *Matte is Back*



Expect to see much more in the way of mattes on lips. Gloss will always have its place, but flat colors are versatile, and can be played up or down depending on the look and mood.

"Mattes have been around for ages, but they really haven't come into play again until recently," says Youngblood's Luque. "For so long, it has just been gloss, gloss, gloss on everything and I think makeup artists are getting a little tired of that. Matte is such a classic look: it's very chic."

## The Execution: *Floral Inspiration*

This season, poppy lip colors range from light pink to deep magenta, from berry to light rose hues and from soft coral to vivid tangerine. The brighter colors are paired with a more demure face; the softer shades are reminiscent of the '60s.

"Expect to see some gorgeous fresh young pink lipsticks, following the runway trend of teaming light pinks with beautiful gold tones," says Sothys' Smith.



## The Trend: *Return to Red*



What can we say? It's a classic. Blackberry-, strawberry- or cranberry-inspired, red lips aren't going anywhere any time soon.

## The Execution: *Berry Beautiful*

Lovely and striking berry-toned lip colors once inspired a whole new trend. But this Spring there's a twist: "The application is a slightly bitten or stained effect on the lip," explains Mineralogie's Harold. "The lines are still perfected, which is key to keeping this look classic." Bock of Brushes By Karen concurs, noting, "Blurred, burgundy stained lips complement luminous skin."

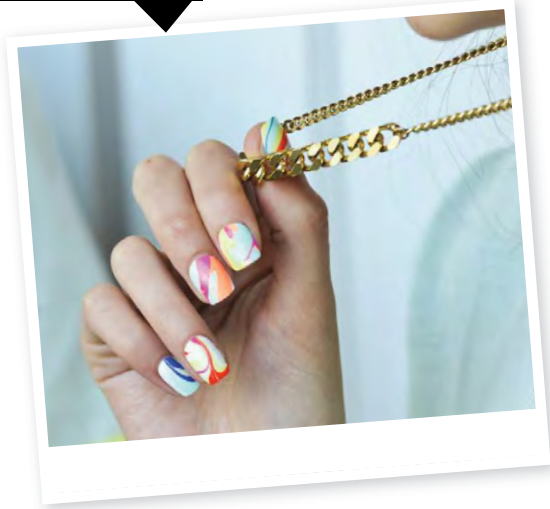
Only have gloss on hand? Deep-berry lipstick and bright reds can be dusted with translucent powder to matte and soften edges.



# Dramatic Digits

Spring faces may be all about “less as more”, but the season’s nails are bringing effervescent shades onto hands and feet everywhere.

## The Trend: Tints of Brilliance



“Spring lacquers are focused on rich, vivacious colors,” says Brooke Johnson, brand manager for China Glaze. Expect explosions of pigment: striking patterns and bright splashes of color that are fiercely dominant, in all the right ways. “You’re going to see bright colors—not to be confused with neons,” clarifies Elaine Watson, Star Nail International’s vice president of marketing and sales and global education director.

The pumpkin latte was *so last season*. This Spring, watch out for orange-inspired shades, says Arica Carpenter, brand manager for Cuccio Colour. “David Tlale built his entire runway show around trending mandarin and papaya hues. They are going to be the season’s it shades!” she notes.

“At the end of the day, it’s all about color, because *that* is what clients are ultimately attracted to,” points out OPI co-founder and brand ambassador Suzi Weiss-Fischmann.

## Our Beauty Resources

**Advanced Mineral Makeup**  
advancedmineralmakeup.com

**Aveda** aveda.com

**Brushes By Karen** brushesbykaren.com

**Brush Up with Barbara/Mineral Mine**  
mineral-mine.com

**China Glaze** chinaglaze.com

**CND** cnd.com

**Colorlab Private Label**  
colorlabprivatelabel.com

**Cuccio Colour** cuccio.com

**Essie** essie.com

**Gelish** gelish.com

**HydroPeptide** hydropeptide.com

**ibd** ibdbeauty.com

**Jane Iredale—The Skin Care Makeup**  
janeiredale.com

**Lady Burd** ladyburd.com

**Mineralogie** mineralogiemakeup.com

**Mirabella Beauty** mirabellabeauty.com

**Morgan Taylor** morgantaylorlacquer.com

**NovaLash** novalash.com

**OPI** opi.com

**RapidLash** rapidlash.com

**RevitaLash** revitalash.com

**Sothys USA** sothys-usa.com

**SpaRitual** spairitual.com

**Spilo** spilo.com

**Youngblood Mineral Cosmetics**  
ybskin.com

## The Execution: Bright, Bright, Bright

For guidance, Michelle Saunders, nail expert and Essie nail artist, suggests floral inspiration: “Think petals and stems, flowery hues ranging from orchid to teal.”

And those bright tones are meant to mingle. Mix them in bold patterns and layered shades: ombrés, geometric prints and Picasso-inspired color blocks.

SpaRitual founder Shel Pink believes this combination of the bright and brilliant is a perfect articulation of the dynamic woman. “I say celebrate our multifaceted nature and mix the colors and trends to create something unique and one-of-a-kind,” she says.



## The Trend: Classics Can Shine



"The delicate lace and floral ensembles of the runway will pair perfectly with any soft or bold color," says Sandy Combs, dean educator at Hand & Nail Harmony, makers of Gelish and Morgan Taylor polishes.

But when we say classics, forget nursery pastels. Instead, imagine glistening fields and babbling brooks, then add in wood grain and stone patterns. "These sun-bleached tones emerge from a heightened sensitivity to the perfection of nature," says Shelena Robinson, education ambassador for CND.

Nudes and reds are sticking around too. "Think dove gray for modern Marilyn Monroe and spring red for classic," suggests Saunders.

On the runways, designers chose classically hued fabrics with rich color saturation and eye-catching shimmers. "Chanel weaved in powdery shades with a slight shimmer; Oscar de la Renta used bold, bright fabric with a light sheen," notes Johnson.

## The Execution: Crème, Meet Sheen

For texturized nails, fabric finishes, colors and prints can give nail artists a design starting point, says Combs. "All you have to do is pick one element to play up and go for it."

Layer sheer shimmers on nudes, light pinks and beiges for a classic, amped-up look. As for nail decor, "Nail art pieces will still be bold with stones and metal shapes," predicts Watson, "except soft, sweet pearls will now also make an appearance."



## The Trend: Artistic License



NYFW nail art took to the streets immediately, with half-moons, negative space, and a mix of matte and shiny topcoats. "These trends will evolve by the time we hit Spring," says Watson, who predicts intricacies and layering this season. "We'll see fierce and powerful designs as women really start to show their personalities through nail art."

One thing's for sure: expect to see some bare beds. "I call the half-moon a nail bikini!" laughs nail artist Miss Pop. "Except no one is afraid to expose their nails, and it's still very sexy to show off their healthy, radiant blush."

## The Execution: Twist on Traditional

"This Spring is the first time I can recall metallics being huge, because they're usually a Fall trend," notes Miss Pop. As for nail art, if your clientele prefers simplicity, suggest neutral lines. "Use white polish over anything to create thin vertical or horizontal stripes and you'll immediately capture a more graphic look," says Pink.

For more complex creations, take a hint from nature: watercolor marbling—executed with a layering sponge—and ombré sunset nails are making their way into 2015. Go stark and try black and white designs tied together with bright color blocks, or a classic French manicure that utilizes a vibrant Spring polish collection instead.

"It's all about placement and layering the right shades that complement each other," says Watson. ■

