

# RECREATING

## the Runway



We drew inspiration from this season's catwalks and color palette to bring you easily executed makeup looks that your clients are sure to *spring* for.

by Rachel Kossman



On New York Fashion Week's Spring/Summer 2017 runways, a multitude of the beauty looks that designers chose to pair with their new collections didn't reflect quintessential spring. But that's far from surprising.

"As time progresses, we're finding that colors and trends are taking less of a seasonal connotation," explains Leatrice Eiseman, executive director of the Pantone Color Institute. That tendency, agrees Natalie Soto-Carlisle, global educator for Jane Iredale, applies to makeup looks too. "Yes, anything goes now! For so long we were stuck with specific things in specific seasons, but makeup 'rules' have really gone out the window in the last couple of years," she says. "We're starting to notice what looks best on people's skin tones, regardless of the season."

What's exceptional about Pantone's Spring 2017 color palette is its composition. "This spring is showing us great equilibrium," notes Eiseman. "It's giving us a choice, and what we end up with is a very well balanced cool-warm, dark-light story." The 10 colors are a mixture of vivid brights (**Flame**, a bold orange; **Pink Yarrow**, a mid-tone fuchsia; **Greenery**, a vivacious lime green; and **Primrose Yellow**, the color of daffodils), easily paired neutrals (**Hazelnut**, a soft beige; **Pale Dogwood**, a pink-toned nude; and **Island Paradise**, a tropical water-inspired blue) and dark yet versatile hues (**Kale**, a deep green; **Lapis Blue**, a deep jewel tone; and **Niagara**, a medium blue-gray).

The four beauty looks we pulled off the runway and translated for you and your clients easily reflect this idea of choice between neutrals, brights and darks. Pale shades are ideal for **Classic Spring Neutrals**; vibrant oranges and pinks are perfect for **Two-Tone Lips**; brilliant or deep jewel tones are best for **Statement Eyeliner**; and a slightly darker version of Pink Yarrow works flawlessly for the **Berry Eye & Lip**. We love these concepts because they're trendy but wearable.

We picked the brains of talented makeup artists to teach you how to tone down—then flawlessly execute—these translatable looks. Happy implementing!

recreating the runway

# Goddess

# EARTHY



This full-face look—archetypal for spring—was embraced by the makeup artists who worked with Delpozo, Derek Lam and Thakoon this season. Soft pinks and browns carry across the entire complexion—perfectly in line with Pantone’s neutral hues. “Hazelnut has this natural earthiness; it’s light and warm, and is the perfect transitional color,” says Eiseman. “Pale Dogwood has a subtle innocence about it; it’s so light and unassuming. Plus, anything in the pink family gives a healthy glow!”

And that healthy glow is what makes these on-trend neutrals—present in makeup palettes for decades—ideal for this look. “It has wearability straight off the runway and is great for the girl who is soft, feminine and loves to look natural,” says Heather Nelson, makeup artist and owner of WAX by Heather Nelson in Santa Clarita, California. “In order to help your clients rock their inner goddesses and glow from within, you truly have to keep things simple,” reminds Alexis Frank, celebrity makeup artist and beauty expert. “Regardless of their skin tone, less is always more for this look.”

It goes without saying that clients’ complexions should be hydrated and dewy, making this a wonderful post-facial treat. Frank suggests mixing a bit of highlighter in with a moisturizer before applying their makeup for extra lustrous, glowing skin.

As for the rest of the face, think flushed cheeks, light shimmers and highlighted cheekbones, paired with soft eye shadows, groomed brows and nude lips. For those with olive and tan complexions, Soto-Carlisle cautions against using a silver undertone or sheen. “If the product has a shimmer, choose gold or bronze so it doesn’t appear gray on the skin,” she says.

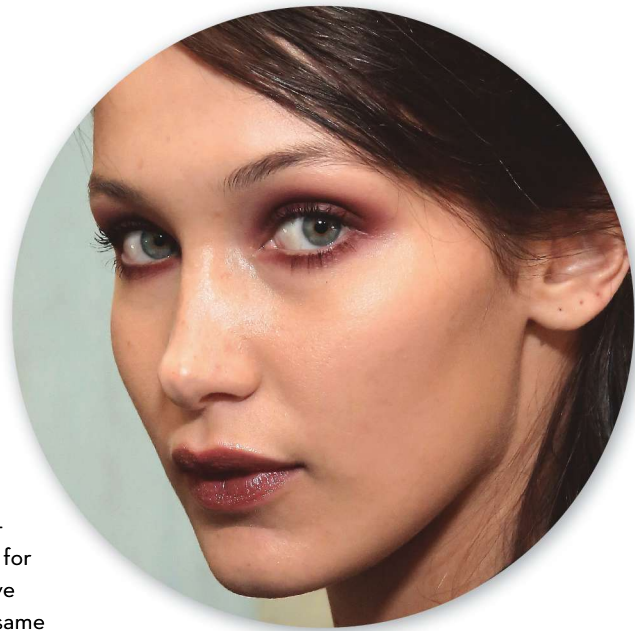
Lids can be gilded with any range of pinks and browns, from milk chocolate-inspired shadows to salmon-hued shimmers. “On the runways, shadows tend to be placed just above the brow bone, but keeping the color *below* it will make this look more natural and wearable,” opines Nelson. As for the brows themselves, Soto-Carlisle says “effortless” is her inspiration. “You don’t want too much of a perfect brow, so stick to a gel,” she advises.

As a final step, swipe on a nude gloss, then seal the entire look with a spritz of rosewater to boost their glow!



- 1 Ardell Professional Mechanical Brow Pencil in Medium Brown
- 2 Jane Iredale PureBrow Brow Gel in Clear
- 3 Glò Minerals Elemental Eye Collection
- 4 Osmosis Colour Eye Shadow Trio in Spice Berry
- 5 Mirabella Mattified Eyeshadow Collection
- 6 Brushes By Karen Natural Cheek Tint in Pink Frost
- 7 Jane Iredale In Touch Cream Blush in Candid
- 8 Ecco Bella FlowerColor Good For You Gloss in Peace
- 9 Repêchage Conditioning Lip Gloss in Aura
- 10 HydroPeptide Perfecting Gloss in Island Bloom
- 11 Gorgeous Cosmetics Liquidlips in Nude
- 12 Colorlab Cosmetics Lip Gloss in Must Have
- 13 Palladio Creamy Stick Luminizer in I'm Glowing!
- 14 Japonesque Velvet Touch Blush in Shade 02
- 15 Aveda Petal Essence Face Accents in Peach Lights
- 16 Jane Iredale Bronzer in Sunbeam
- 17 Brush Up With Barbara Mineral Blush in Shimmering Sand

# BERRY Nice



Direct from the Anna Sui runway, this look epitomizes the notion that anything goes—despite the season. “The berry eye and lip trend proves that you can rock a bold eye and lip at once,” says Dorman. Ensure your clients don’t go overboard by encouraging them to leave blush, highlighter and bronzer for another day. “Just keep the skin super simple,” says Nelson.

What’s vital to helping clients pull off this raspberry-inspired look is ensuring they stick with the same color for their lips and eyes. “This works best if the products have the same undertone, but it’s even better if they’re the same shade,” says Dorman. To ensure color matching, both she and Soto-Carlisle suggest creating your own lip color from an eye shadow. “Apply a clear lip balm, then with the same shadow you used on her lids, lightly tap the powder onto her lips. Then, have her press her lips together so her smile looks bitten, not perfectly defined or lined.” Nelson agrees, explaining that a less bold lip stain “will tone down the volume for real-life wear.”

To execute the eye, make sure the shadow is blended and diffused across the lid. “That’s super important when it comes to making this look wearable off the runway,” reminds Nelson. “Use just an eye shadow,” recommends Soto-Carlisle. “No liner or smudging, just shadow. You can layer a powder over a cream to make sure it stays matte and doesn’t move.”

For a finishing touch, the global educator suggests using a white eye pencil in her water line. “This helps to open up and brighten the eyes.”



- 1 Mirabella Modern Matte Lipstick in Berried
- 2 Lady Burd Exclusive Cosmetics Matte Lipstick in Cherries Jubilee
- 3 Gorgeous Cosmetics Lipstick in Shiraz
- 4 Jane Iredale PureMoist Lipstick in Lisa
- 5 Osmosis Colour Lipstick in Forget-Me-Not
- 6 Manna Kadar Liplocked Priming Gloss Stain in Pinot Noir
- 7 Jane Iredale LipDrink Lip Balm in Sheer
- 8 Colorlab Cosmetics Mineral Eyeshadow in Wine
- 9 Jane Iredale PurePressed Eye Shadow in Merlot
- 10 Lady Burd Exclusive Cosmetics Eyeshadow in Broadway
- 11 Jane Iredale Eye Pencil in White
- 12 13 Morphe Color Plum Eyeshadow Palette (35P)
- 14 15 Morphe Fall Into Frost Palette (35F)

# STATEMENT Lines

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There are dozens of iterations of this runway trend, and even more ways to execute a slightly messy statement eye. What we love best about these lined looks is that they all step away from a flawless concept. “You don’t have to worry about being so precise, and there’s no pressure to get the perfect cat eye,” says Soto-Carlisle.

If your client wants to line their top and bottom lids, draw inspiration from the 3.1 Phillip Lim and Altuzarra runways. “Keep in mind that lining the top and bottom lids defines the eyes but doesn’t make them appear bigger,” says Frank. For women with smaller eyes, she suggests drawing a thin line and thickening it slightly towards the outer corner.

For an even messier statement, take a cue from the makeup artists for Rebecca Minkoff, Baja East and Nicole Miller, all of whom created smudged, lined eyes that blend into smoky lids—an incredibly wearable look. “Opt for any cream-based eye product, or a non-waterproof pencil with a smudge tip—anything that will blend easily,” says Soto-Carlisle. “And it doesn’t necessarily have to be black! Chocolate brown is always great in spring, and so are jewel tones.”

For those hoping to make a bright statement, consider adapting the drama from the models on the Christian Siriano and Victoria Beckham runways. “To make this latter look wearable in real life, a bold eye shadow can be applied with a hard-packed eye shadow blending brush,” says Nelson. “Using a brush to apply shadow instead of a colored eyeliner will create a diffused line—which is more wearable in real life!”



- 1 Brush Up With Barbara Automatic Eyeliner in Black
- 2 Lady Burd Exclusive Cosmetics Ultimate Eye Liner Pencil in Skyline
- 3 Sothys USA Intense Brown Eye Pencil
- 4 Glô Minerals Cream Stay Shadow Stick
- 5 TIGI Cosmetics Perfect Eyeliner in Peacock
- 6 Aveda Petal Essence Eye Definer in Cacao
- 7 Gorgeous Cosmetics iLine Liquid Eyeliner Pen
- 8 Smith & Cult Book of Eyes Eye Quad Palette in Ice Tears
- 9 Jane Iredale Mystikol Powdered Eyeliner in Dark Topaz
- 10 Illuminaré Cosmetics Beyond Black Everlasting Eye Liner
- 11 Sormé Cosmetics Accented Hues Eyeshadow Palette in Cool Hues

# LIP Locked

“Flame and Pink Yarrow are bold, attention-getting colors. They lift your spirits and get your adrenaline going. Of all the pinks and oranges, I think these two are great to do some experimenting with,” says Eiseman. We couldn’t agree more.

And by experimenting, we mean opting for not just one bold color on her pucker but two, a trend seen on several runways this season. “Cushnie et Ochs’ red-on-top, pink-on-bottom lips and Jason Wu’s mix of two reds and a dab of neon orange smack in the middle of the lip is something that can 100 percent be modified for everyday life,” says Frank. “And it’s simpler to achieve than you may think!”

“To take this matte-lip look from runway to real life, play with color placement too—instead of using one color on the top lip and another on the bottom, use a lighter color in the center of the bottom lip to create the illusion of fullness,” she suggests.

When choosing your colors, stay within the same family, so the same undertones and warmth come through. Other execution tips: “Always overdraw the lips to achieve that sultry pout, and use a clear lip liner to prevent lipstick from feathering,” says Frank.

For clients who want to make a quieter statement, suggest two very similar hues. “That way it can be more subtle—your client knows she’s wearing different shades but it’s not so noticeable,” offers Soto-Carlisle.

Of course there will those who would prefer to go bold but in a singular color; rest assured that’s equally on-trend. “A bold lip with no other noticeable makeup has been in style since red lipstick was invented,” notes Frank. The truth is, lip colors on the Spring/Summer runways ran the gamut from dark, vampy purples to sunny, vibrant corals—and everything in between. Encourage your clients with darker skin tones to opt for berry hues, whereas reds and oranges are better suited to those with olive skin tones.



- 1 Glō Minerals Suede Matte Crayon in Demure
- 2 Jane Iredale Lip Pencil in Plum
- 3 Manna Kadar Liplocked Priming Gloss Stain in Coral Crush
- 4 Morphe Liquid Lip in Mood
- 5 Aveda Nourish-Mint Smoothing Lip Color in Cana
- 6 Gorgeous Cosmetics Lipstick in Bloom
- 7 Osmosis Colour Lipstick in Show Stopper
- 8 Brushes By Karen Natural Lipstick in Temptress
- 9 Japonesque Pro Performance Lipstick in Shade 11
- 10 Youngblood Intimatte Mineral Matte Lipstick in Fever
- 11 Ecco Bella FlowerColor Lipstick in Merlot
- 12 Youngblood Intimatte Mineral Matte Lipstick in Seduce