



September is a month of transition.

When the temperatures drop and sunlight shortens, makeup-free days fall by the wayside. And as your clients embrace Autumn, many will turn to you and your staff to help modify their beauty looks and seasonal color palette.

The shift into a cooler season means Summer's neons and vivid pastels will give way to **metallics** and **earth tones**. "We are seeing some brighter colors continuing into September but, as is typical for the later part of the year, this Fall is about earth-inspired shades," explains Leatrice Eiseman, executive director of the Pantone Color Institute.

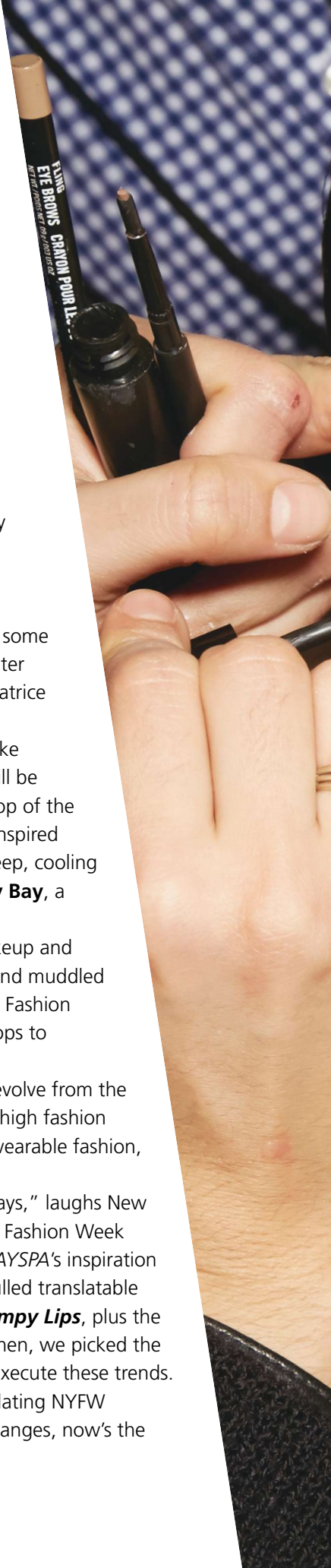
The Institute's Color of the Year, **Marsala**, can be expected to make a strong appearance this season. "The warm, brownish-wine hue will be featured extensively," reports Eiseman and sure enough, it's at the top of the Women's Top Ten Color list for Fall, joined by other Mother Nature-inspired hues: **Dried Herb**, an "organic" olive green; **Reflecting Pond**, a deep, cooling blue; **Cadmium Orange**, reminiscent of the 1960s and '70s; **Biscay Bay**, a tropical teal; and **Amethyst Orchid**, a vibrant, sensual purple.

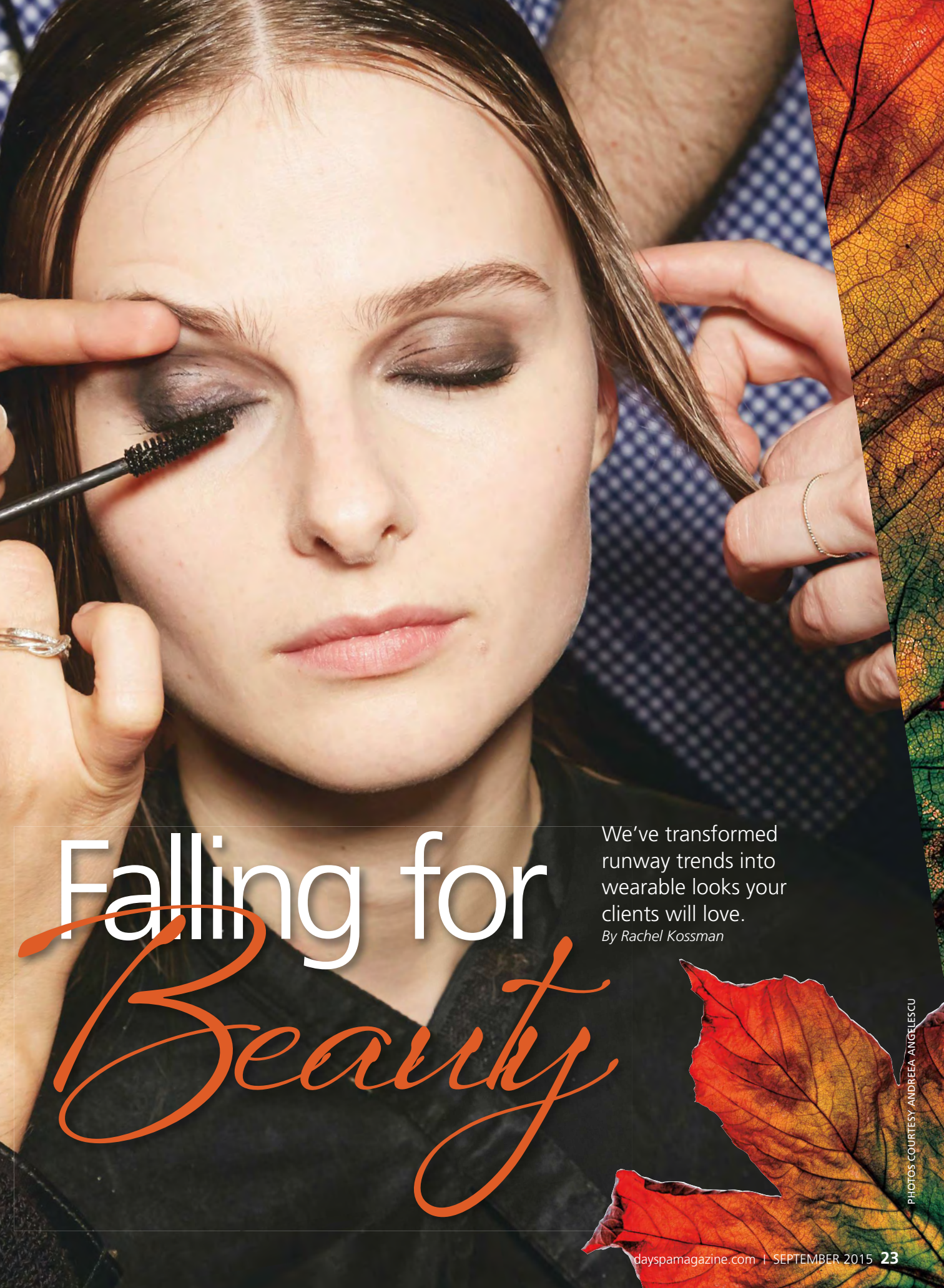
"Red, rose, wine, orchid and orange are the classic colors for makeup and nails," says Eiseman. Other seasonal shades—blues, purples, grays and muddled greens—coincide closely with fashion choices seen on the New York Fashion Week Fall/Winter 2015 runways, but they're also bringing vibrant pops to eyelids and nail beds.

Speaking of NYFW, there's much more than clothing trends that evolve from the iconic, semi-annual runways. For some, the catwalks are a place for high fashion and artistic license. For others, they're a forum to display edgy, yet wearable fashion, makeup and nails.

"I know I send some high-concept, crazy designs down the runways," laughs New York-based editorial nail artist Miss Pop. "But my goal when I create Fashion Week looks is to make crazy and different *doable*." That sentiment was *DAYS*PA's inspiration for this year's Fall makeup coverage: **wearable beauty**. First, we pulled translatable trends—**Graphic Eyeliner**, **Metallic Lids**, **Flushed Cheeks** and **Vampy Lips**, plus the hottest polish colors and nail art—directly from designer runways. Then, we picked the brains of makeup artists and global educators for tips and tricks to execute these trends.

Whether your clients are young professionals obsessed with translating NYFW styles or more mature women looking to implement small, subtle changes, now's the time to introduce them to these of-the-moment looks.





Falling for *Beauty*

We've transformed runway trends into wearable looks your clients will love.

By Rachel Kossman

PHOTOS COURTESY ANDREEA ANGELESCU

Geometric Gaze



Gel, liquid or pencil—in all forms, eyeliner is a makeup bag staple. NYFW makeup artists for EDUN, Rag & Bone, Rochas, Suno and Yigal Azrouël (plus several others) used liners of all types to create a slew of geometric designs, from thick “tags” on the outer corners of models’ lids to sophisticated swooshes and halfway cat-eyes.

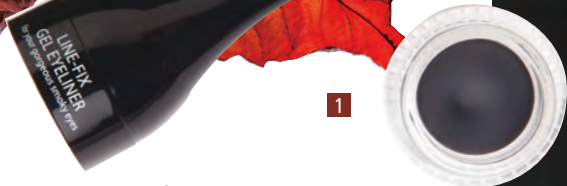
Unfortunately, many clients avoid going graphic, even when utilizing tried-and-true tools, espousing the excuse, “I can’t pull that off.” It’s time to help shift them out of their comfort zones. Yes, black was all over the runways and will always be a classic, but why not reach for colors *other* than *noir*?

“I think graphic eyeliner is the best way to introduce anyone to color,” says Natalie Soto-Carlisle, global educator for Jane Iredale—The Skin Care Makeup. Acknowledging that liquid can be too bold for some, however, she recommends using eye shadows as an alternative. Pick a universal color, such as brown, bronze or deep purple, then “line the natural curve of the eye, which immediately makes the irises pop,” she directs.

Executing the perfect line or cat-eye curve is no easy feat, opines Youngblood Mineral Cosmetics global director of artistry Philip Luque. “To help with symmetry, I map out the look using eye shadow and an angled brush. Shadow is erasable, therefore creating a guideline prevents me from redoing the whole eye if I make a mistake,” he explains. For the novice client, Luque suggests holding up a straight-edge (business cards work well) along the lower lash line as a guide.

Keep in mind that thicker liner looks different when eyes are open. “Be sure to advise the client to look straight into the mirror when plotting the shape, then close her eye when filling in the lines,” directs makeup artist Jamie Dorman.

Luque’s go-to is a liquid liner, and he’s especially keen on this season’s silver and gold options. “When Youngblood first released these shades I scoffed, but now that I have them in my toolkit, I can’t get enough,” he laughs. “Metallic is so hot this fall, these liners are a perfect execution of that trend.” He uses the miniature brushes in a myriad of ways: layering the metallic on top of another solid liner, covering the entire lid to emulate an eye shadow or dabbing the sparkly flecks at the end of the lashes for an extra pop.



1. Cailyn Line-Fix Gel Eyeliner in Black
2. Jane Iredale Mystikol Powdered Eyeliner and Highlighter in Dark Topaz
3. Mineralogie Liquid Eye Liner in Intrigue
4. Colorlab Private Label Mineral Eyeliner in Black Cake
5. Sormé Truline Mechanical Pencil in Midnight
6. Brushes By Karen Black Liquid Liner
7. Youngblood Mineral Cosmetics Precious Metal Liquid Liners in 18 Karat and Sterling

TOP RIGHT: COURTESY ANDREA ANGELESCU;
PRODUCTS: ARMANDO SANCHEZ



Lids with Luster

Say hello to shimmer! To no one's surprise, Fall is all about metallics and jewel tones. From gunmetal to rose gold to glistening blues, these shiny shades add depth and lend lids a "wet" look that lasts all day and all night.

For the Marchesa show, makeup artist Gucci Westman created a won't-budge wet look by combining metallic-chocolate cream eye shadow and a matching powder. For Tracy Reese's runway, models wore a mid-tone metallic blue shadow; on Zac Posen's models, Kabuki used silver shadow on fair and medium-toned models, while darker-skinned ladies rocked bright copper lids.

Soto-Carlisle chooses liquid eye shadows to execute the metallic lid, noting that they're water resistant and hold a sheen well. "On the runway, artists fill from the lash line to the brow, which is too much for every day. Instead, brush pigment from the lash line to the crease and blend with your finger," she instructs. To intensify a gleaming effect, layer a metallic pigment over any cream shadow, advises Dorman.

As for which metallic to pick, warmer tones are a safe bet. "Neutral hues such as bronze and varying shades of gold are the easiest to wear for most skin tones," notes Sadi Brooke Burress, freelance makeup artist and owner of The Makeup Junkie. If clients want a darker look, she suggests using shimmery navy shadows, versus the typical dark gray. "Blues are more flattering and they're easier to wear," explains Burress. "Mid-tones and soft washes, used in the same style as a smoky eye, are huge this season."

Younger clients may be the ones looking at blues for lid-spiration. "Blue for eyes is really an old concept, but it has been revitalized for younger generations, like millennials," explains Eiseman. If clients seek brighter shades, such as a lustrous blue or turquoise, "Incorporate a neutral tone, otherwise it's too eye-catching," emphasizes Soto-Carlisle. To soften, choose a color from the brown family, such as taupe, bone or cappuccino, and blend it into the lid's crease and edges.

8. Aveda Eye Color Trio in Azure Rain

9. Sormé Long Lasting/Wet & Dry Eyeshadow in Silk

10. Mineralogie Mineral Eye Shadow in Imperial

11. Jane Iredale 24-Karat Gold Dust Shimmer Powder in Rose Gold

12. Youngblood Mineral Cosmetics Perfect Pair Eyeshadow Duo in Graceful (Azure and Apricot)

13. Youngblood Mineral Cosmetics Perfect Pair Eyeshadow Duo in Virtue (Passionate and Pure)

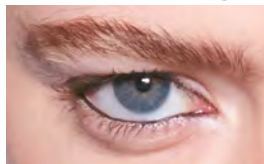
14. NovaLash 24 Hour Cream Shadow in Chastity

15. Mineralogie Mineral Eye Shadow in Hourglass

16. Jane Iredale Eye Gloss Liquid Eye Shadow in Grey Silk



Lovely Lashes, Beautiful Brows



Lengthy eyelashes and well-groomed eyebrows never go out of style, and that's especially true as more and more clients opt for lash (and even brow) extensions. "Long eyelashes whiten your eyes and give a brighter, more awake look," says Youngblood's Philip Luque. To emulate the look without the fake lashes, recommend a primer. "Zig-zag the brush into the root of the lash to get a good separation, then work the primer into the lashes," suggests Luque.

Mascaras are the finishing touch on any look, but are especially crucial when using a bright shadow. "Any time there's a bold eye, layer on lots of mascara," advises Jane Iredale's Natalie Soto-Carlisle.

As for brows, bold and thicker is still trending, but some clients may be looking to lower that arch. "I've been seeing a lot of straight brows, where the arch is less defined than in the recent past," artist Jamie Dorman notes, explaining that a less curved eyebrow is androgynous and gives women a more modern look.



17. Youngblood Mineral Cosmetics Mineral Lash Prime

18. Ardell Brow Pomade in Dark Brown and Angled Tip Brush

19. Tweezerman ProMaster Lash Curler

20. Advanced Mineral Makeup Luxury Lash Mascara in Black

21. RapidLash Eyelash Enhancing Serum

22. RapidBrow Eyebrow Enhancing Serum

Let's Get Cheeky



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Just-out-of-the-cold cheeks, *without* the winter weather? Yes, please!

"This season, there will be a return to a sophisticated natural look *with* makeup, as opposed to the no-makeup look," says Janell Geason, Aveda global artistic director of makeup. "Color will be used in a way that builds a classic, elegant face."

In line with Geason's pronouncement, rosy, glowing cheeks are on trend—artists for Chloé, Dsquared2, Michael Kors and Vionnet "blessed" their models with warm-toned cheekbones.

"We're moving away from contouring and toward a 'flushed' look.

It's easier to execute, and almost anybody can wear it," explains Burress. To create a more natural, glowing face, she suggests a BB crème or tinted moisturizer layered over a primer. To create a tanned look without the contouring, choose a tinted primer, notes Burress, adding, "For women with oily complexions, I use a sheer setting powder to help prevent slip."

For this look, cream blushes are the go-to. "Creams are easier to blend than powder, and if you add too much, it's easy to fix by using foundation to soften the color," points out Dorman. Luque also opts for creams. "They can be layered on top of any type of foundation, and used even on clients with dry or oily complexions," he says. To provide an extreme flushed look, Luque suggests layering a cream on top of a powder blush. The opposite is best for the oil-prone client: a layer of powder blush over a cream will help matte her cheeks.

Advise clients to avoid applying a blush stick directly to the skin. "With a finger or foundation brush, pull up the creamy pigment to dilute the color, then apply it in a tapping motion so as not to lift the foundation," guides Soto-Carlisle.

Women who have rosacea or redness in the skin should be matched with a peachy, coral blush because its yellow tones will help neutralize their complexions. Those with textured cheeks, caused by wrinkles or acneic skin, should avoid blushes with shimmers, which tend to draw attention to flaws. "But for clients with smooth cheeks," Luque encourages, "add that bit of sparkle!"



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1. Youngblood Mineral Cosmetics Luminous Crème Blush in Luxe
2. Sormé Long Lasting/Wet & Dry Blush in Pomegranate
3. Sothys USA Radiance Blush in Nuit Orangée
4. Jane Iredale Bronzer in Rose Dawn
5. Mirabella Beauty Brilliant Mineral Highlighter in Glowing Coral

6. Aveda Face Accents in Peach Lights
7. Pevonia YouthRenew Tinted Cream SPF30
8. Brush Up with Barbara/Mineral Mine BB Cream in Deep
9. Repêchage Perfect Skin Liquid Foundation in Cool Tone 2
10. Brushes By Karen Liquid Mineral Foundation in Almond

TOP RIGHT COURTESY ANDREEA ANGELESCU;
PRODUCTS: ARMANDO SANCHEZ

Vampy Puckers



Resist conjuring up images of your favorite vampiress. Instead, harken back to last year when darker lips were *the* hottest trend. Then, remind clients that berry-hued lips can be

sexy, not scary, when they're executed with mid-tones—and caution. "Many want to, but have a hard time wearing those deeper shades, and they don't want drastically dark," explains Burress, who notes that despite being "the fairest of the fair" she loves wearing deeper-hued lipsticks.

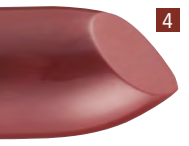
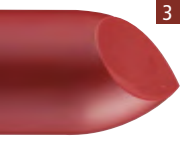
For starters, remind clients that if they're wearing a dark lip, they should go light on the eyes. "Especially for older women, it's imperative to only pick one bold look, otherwise it can age them drastically," Luque warns.

The next execution secret, says Burress, is to find a neutral palette. "Avoid nudes and very bright shades. I typically pick a mid-tone, like plum, rusty brick or mauve. This helps clients feel on-trend, but these shades are wearable for most complexions," says the makeup artist. Soto-Carlisle couldn't agree more. "Berry colors are a perfect transition hue for clients who want to wear a vampy look without going crazy," she adds.

Another trick for dark lips is to stay matte. "When you make dark shades glossy, it can look like your mouth is melting," Soto-Carlisle warns, and Luque concurs. "With matte lips, you can go bold or dark and it doesn't look tacky the way gloss can," he says, noting that a flat color is ideal for a wider range of skin tones. Make sure you're using a hydrating pencil or lipstick, especially for clients concerned about a dry pucker or peeling pout. Crayons and pencils also help to keep lip shape symmetrical, which is essential when wearing dark colors.

"Clients should look straight into the mirror with their lips relaxed to see where liner needs to be placed," Dorman instructs. "Fill in the color, then check the lines again to perfect."

For those partial to the classic red lip, fear not. Plenty of designers, including Phillip Lim, Carolina Herrera and Dolce & Gabbana, sent models down the catwalks with cherry-inspired puckers.



1. HydroPeptide Perfecting Gloss in Santorini Red
2. Brushes By Karen Natural Lipstick in Red Wine
3. Mirabella Beauty Colour Vinyl Lipstick in Scarlet Sparkle
4. Sormé Perfect Performance Lip Color in Mauve
5. Jane Iredale PlayOn Lip Crayon in Naughty
6. Jane Iredale Lipstick in Annette
7. Glo Minerals Suede Matte Crayon in Demure
8. Colorlab Private Label Lipstick in Temptress
9. Youngblood Mineral Cosmetics INTIMATTE Lipstick in Vamp
10. Colorlab Private Label Cheek & Lip Tint in Barely Berry
11. Repêchage Perfect Skin Conditioning Lip Gloss in Mantra
12. Mineralogie Lipstick in Brazen Berry

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Nail Bed *Couture*



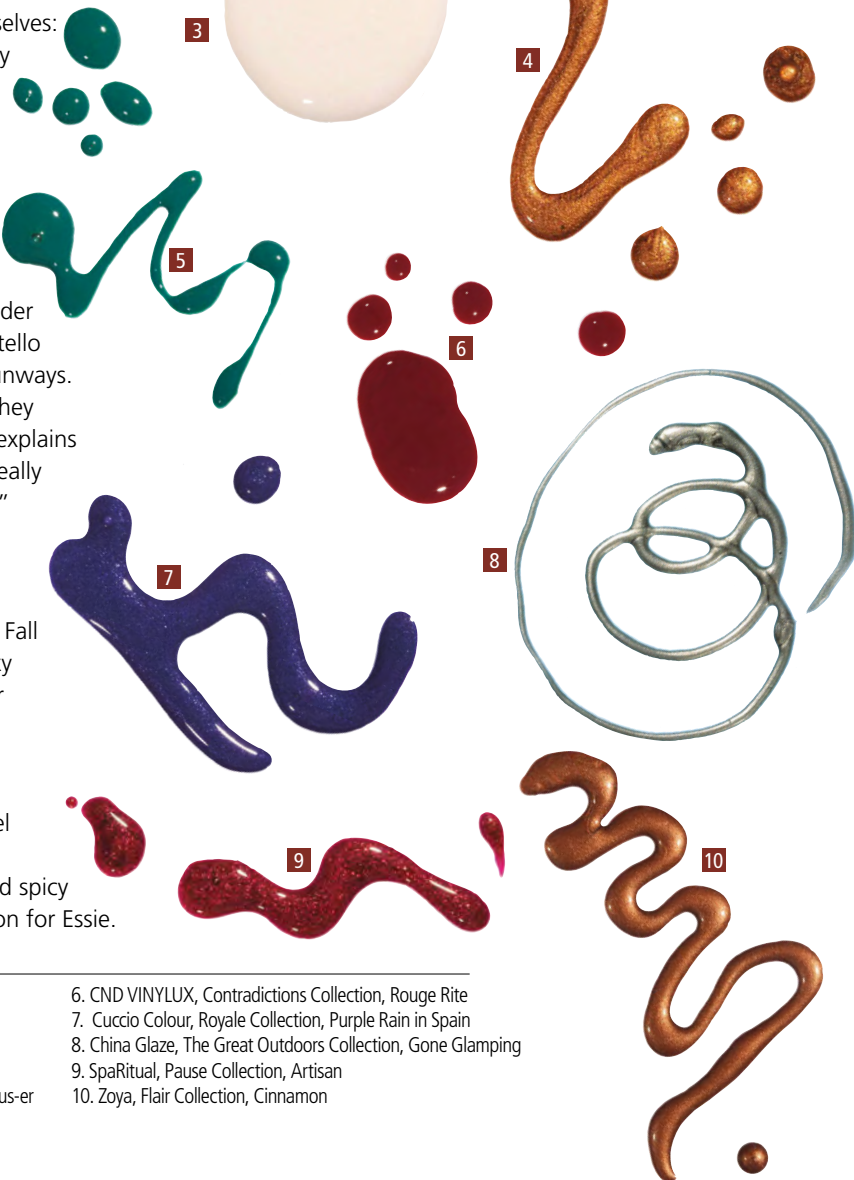
BUTTER LONDON @ TADASHI; PRODUCTS: ARMANDO SANCHEZ



Getting our nails done is the beauty we do for ourselves: a simple sentiment, yet one that rings true for many women. "You put on your makeup and you don't see it for most of the day," declares editorial nail artist Miss Pop. "But your hands, you see *all* day! I think we enjoy manicures and pedicures so much because we actually get to admire the results."

For clients excited to wear Fall on their fingers, suggest **metallic blue**. Nearly every new collection featured a take on this vibrant hue—a clear contender for the "It" color this season that was seen on Costello Tagliapietra, Karen Walker and Monique Lhuillier runways. "Blues have been trending for several seasons, so they aren't new, but they *are* being newly discovered," explains Eiseman. "Many women have found blue to be a really interesting accent to wear, especially on their nails."

Largely, polish companies created seasonal collections chock full of rich, glistening lacquers—a combination of the trending jewel and metallic tones and Autumn's earthy-inspiration. "This year's Fall collections are a mixture of creamy couture and sexy shimmer," says Arica Carpenter, brand manager for Cuccio Colour. CND co-founder and style director Jan Arnold encourages nail professionals to "be on the lookout for purples, blues and reds that are deepened and oxidized with smoked pearl and steel finishes." Warmer hues are in the mix too. "We're seeing burnt reds and oranges, metallic bronzes and spicy burgundies," says Gino Trunzo, director of education for Essie.



1. Dermelect Cosmeceuticals, Inner Wild Collection, Army of One
2. OPI, Venice Collection, O Suzi Mio
3. Morgan Taylor, Urban Cowgirl Collection, Tan My Side
4. Essie, Fall 2015 Collection, Leggy Legend
5. EzFlow TruGel, Escape the Wander Land Collection, Curious-er & Curious-er

6. CND VINYLUX, Contradictions Collection, Rouge Rite
7. Cuccio Colour, Royale Collection, Purple Rain in Spain
8. China Glaze, The Great Outdoors Collection, Gone Glamping
9. SpaRitual, Pause Collection, Artisan
10. Zoya, Flair Collection, Cinnamon



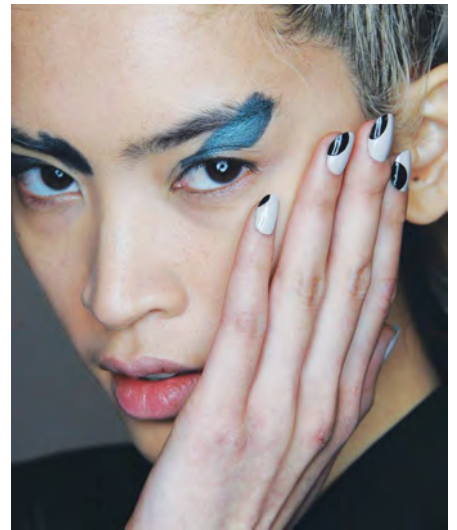
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Miniature *Canvases*

"Neutral" and "minimal" seem to be the themes for nail art as winter approaches. "Classic and elegant nails are big, and I'm seeing a lot of designs that evoke texture," says Trunzo. Luckily, "classic and elegant" translates to "easily replicated", with a short list of simple tools and steps. For a simplistic, distressed leather look, he uses a buffing block and band to sponge two different colors onto the nail. Dry brushing is another easily created nail art look, which can be executed using soft, nearly sheer strokes of silver or gold.



MORGAN TAYLOR @ ZERO + MARIA CORNEJO



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Almost-naked nails, seen trending in Spring, are still on-par this season. "I'm always all about negative space—there's something about that nail bikini that's so sexy, fun and playful," says Miss Pop. The editorial artist, who created several NYFW nail designs, also suggests a half nail. "Instead of making a smile line, create a thick, straight line in the top third of the nail," she proposes. "This really lengthens the finger. It feels counterintuitive, but in the same way throwing on a belt elongates your body, this look has the same effect."

For older clients who may shy away from nail art, Miss Pop suggests drawing inspiration from their outfits. "Tell them you're going to take their jewelry, whether silver or gold, and extend it through their fingertips," she advises. "Small, chic embellishments can be subtle, yet glamorous." She suggests the half moon, mini moon, gold tip or a thin silver line up the side of the nail.

For anyone who is really hesitant, pull out a simpler trick instead. "Matte topcoats over metallic shades are so fun," says Miss Pop. "You're freezing every single fleck of metallic in the polish, and it's absolutely gorgeous."

- 11. Cuccio Colour, Making Waves
- 12. Essie, Aruba Blue
- 13. Ever Glaze, Kiss the Girl
- 14. Zoya, Muse
- 15. OPI, Venice the Party?
- 16. SpaRitual, Twinkle
- 17. CND VINYLUX, Peacock Plume
- 18. Morgan Taylor, Bright Eyes