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# Makeup look: As if you took it all off

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**T**his holiday season, glammed-up is not the goal. Foundation should be so sheer it's transparent. Eyelids should be dotted with shimmering shadows, and the apples of your cheeks should be slightly aflush with blush.

Hair should be tousled and loose. That means no updos loaded with starchy products. We want wispy curls to fall softly over our shoulders.

Everything about hair and makeup should give the appearance of being easy, but to achieve the look is anything but. The goal is subtle, bare and beautiful.

"There are a lot of reasons why people are wearing nudes this season. For one: A lot of the fashions have a very high concentration of color," said Shaunda Swackhamer, executive director of product development for Estée Lauder. "... And when you are playing up the color in clothing, you want your makeup to be more neutral. Lips should be nude and slightly glossy. Eyes should be smoky, but not with just silver and grays; the emphasis is on more natural shades."

These days, nudity in makeup and hair is defined as natural yet flawless (how possible is that?). Nude is slightly different from, say, the wet, just-spritzed-my-face look popularized by See **MAKEUP** on M3



CLEM MURRAY / Inquirer Staff Photographer

"Nude" is the watchword for face and hair, as demonstrated by models (from left) Kim Pagano, Dianne San Luis, Lorene Chesley and Melissa Godshall. "Dos are tousled, makeup subtle.

# Image

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Eye liner is applied to model Dianne San Luis. At right, San Luis is ready to step out for holiday fun.



Model Melissa Godshall is a work in progress for Artur Kirsh (right)



## Makeup

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Jennifer Lopez a few summers ago that was achieved with creamier foundations.

Today's nude is a cross between slightly dewy and opaque, a result of concealer, tinted moisturizers and a dab of powder. The shimmering eyeshadows, blushes and clear lip glosses are made with mica, a natural mineral that adds sheen. They are being touted this holiday season by such prestige lines as Giorgio Armani and BECCA — available locally at Saks Fifth Avenue and Sephora — and Flirt! and American Beauty, both available at Kohl's.

"It's not about glitter on the face anymore," said Julie Weiss Schwartz, owner of the Powder Room, a makeup bar in Northeast Philadelphia that sells Giella products.

"It's about sheen. The skin should look like it's under a spotlight all the time. It should glow. That helps give an all-natural look."

All things nude are becoming part of the latest high-fashion focus. Last month Gucci's former creative director, Tom Ford, introduced Amber Nude, a perfume and sheer cosmetics line for Estée Lauder. Amber Nude, Ford has said, is his version of Estée Lauder's Youth Dew line. Lauder was one of the first to use a nude model to advertise its bath oil in the 1950s and '70s.

At the spring 2006 Paris fashion shows in October, critics raved over John Galliano's collection for Christian Dior, which featured dresses fashioned from black beading on nude chiffon. This is probably a sign that when it comes to clothing, color may be at its



Her hair is in rollers, right, model Kim Pagano is made up at Studio CL Salon. Above, Pagano with her finished look.



fashion apex and that soon — read three seasons — it will be stylish for makeup and clothing to be monochromatically subtle.

In the meantime, keep in mind that nude doesn't just refer to the peachy, creamy skin tones of Caucasians. Over the last several years, makeup lines have been perfecting pigment in their foundations to ensure that olive-toned and African American women don't look ashy and chalky.

"The focus with this look is so much on the skin. If it matches the undertones of your skin, that's a plus. Apply the blush to the apples of the cheeks, which gives you a flushed, just-finished-exercising look and relieves some of the blandness.

For eyes, green is out. Blues, pinks and lavenders are in for evening wear, but for daytime, focus on tans, browns, yellows, even peaches. Pinks should be more rosy. African American women might want to add a smudge of white shimmer just under the eyebrows. Engle said eyebrows are thicker than in years past.

Eyelashes are important. But we shouldn't add mascara loaded with glitter — that's so New Year's 2005. The idea is to curl and add volumizing product for thickness. Louis Christian Wayne Roberts, a Cherry Hill salon, this month began offering eyelash extensions. They start at \$150 and last for three months.

Lips are the easiest part of all. Basically, stop using the lip-liner and high-gloss combination. Instead, think sheer and frosty and go with anything rose. That's the number-one shade this season.

■ Makeup by Melanie Engle, 267-251-5555, www.many.com.

■ Hair by Artur Kirsh and Alexey Kats at Studio CL Salon, 128 S. 19th St., 2d Floor. Call 215-496-0604.



Model Lorene Chesley with tresses and makeup complete. Chesley at Loie Brasserie & Bar.

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