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The make-up artist Wendy Rowe has spent her career perfecting the no-make-up look. So, how do you do it? **42**

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COVER: ABBEY CLANCY, SHOT BY MARK CANT
MIRACLE OMG PLUNGE BRA IN BLACK, £27, BY ULTIMO

SHADOW PLAY

WHEN IT COMES TO THE ART OF THE NO-MAKE-UP
LOOK, WENDY ROWE IS YOUR GIRL. SHE SHOWS
EDWINA INGS-CHAMBERS HOW IT'S DONE

Angle poise: Karlie Kloss
contoured, highlighted,
concealed and 'natural'

Wendy Rowe lives her life in the shadows. Not in any dodgy way, you understand. But, as the accepted expert on the no-make-up make-up look (an ironic turn of events, given that she hails from Essex), she has long since discovered that the secret to getting it right lies in “the shadows and highlights of the face”. “So I can look at someone and say, ‘OK, if I move this in and make this longer and bring out the eyes, I will make them look the best they can.’ It’s quite a sophisticated way of looking at things, but also quite simple, because everything’s already there.”

The no-make-up fake-out isn’t as tricky to master as you might imagine. Yes, it has much to do with contouring, but not Kim Kardashian-style. Subtlety is all when it comes to Rowe’s way of doing things. The “natural” look can shift a little — “The current nude everyone wants is the healthy glow” — but the essentials don’t change: it’s the shadows, planes and angles of your face that you need to understand and dress up.

The first step to getting it right lies in your skincare. Rowe is fastidious about it — so much so that on her website, among the how-to videos, product reviews and backstage blogging, she goes back to basics: there’s advice on exercise and ways to keep your skin in good nick. At the shows, her first step is always to cleanse a model’s face. “The girls think it’s a nice thing to do,” Rowe says, “but apart from making them feel relaxed and also providing lymphatic drainage, I’m checking out their skin: are there any dry patches, for instance, because I can work those away with the cleanser and get their skin to a great place.”

Her own skincare routine is to cleanse at night (she loves Joëlle Ciocco’s line), but to use only water in the morning — and she’ll change her moisturiser according to the weather. Her favourites include Crème de la Mer Moisturizing Soft Cream and Moisturizing Lotion, which, she says, “suits everyone”. “Nobody’s allergic to it and it never makes anyone too greasy.”

There are some fundamentals you need to learn. Take time to get your foundation right; when we meet, Rowe is wearing a mix

of Giorgio Armani Face Fabric and Face Stockholm Tinted Mineral Moisturizer; she will switch to Burberry for evening, as it’s a little heavier. Then, think of going from light to dark as you move down your face, starting with your concealer as the darkest shade. Contour lightly but effectively: for me, that involves a few streaks of concealer with an orange tinge below the cheekbones — blended to give definition — and along the jawline. Rowe also draws a line down my nose to “straighten” it, and she will often use concealer at the corners of the mouth, to make it look fuller. “It’s about giving an impression of something, but unless you’d seen it being done, you wouldn’t know it was there,” she explains. Don’t take your foundation or concealer right up to the lower lashes, as this will

give the face a masklike look. And, contrary to received wisdom, Rowe makes up the lashes first, “especially on a blonde, because you need to get to the roots and you can make a mess. I tackle the whole eye first, because the skin’s the last thing you want to do, so you can make it look gorgeous.” And the lips? She wears nothing on hers: “I feel my lips are better a bit lighter. A lipstick would be a night transition for me.”

If you think this sounds as though the look is all about her, you’d be right. It isn’t that Rowe can’t do crazy make-up — she has done it for magazines and pop videos — but “this is the way I like to wear make-up, and I think you emulate yourself, ultimately”. What’s more, out-there make-up

doesn’t suit everyone. “I don’t look right with a lot of make-up. If I was going to go for it, I might do a red lipstick, but it’s really rare because I’d just be out of my comfort zone. And I hope my aesthetic translates to other women.”

It certainly works for Burberry, where Rowe consults on the beauty line, and which has honed the look for the catwalk. Out there in the real world, chances are that once you’ve learnt how to fake it, you may never want to be really natural again. That’s an official beauty warning. ❖

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IT’S ABOUT
GIVING AN
IMPRESSION OF
SOMETHING,
BUT YOU
WOULDN’T
KNOW IT WAS
THERE



Step by step: Wendy Rowe gives Edwina a lymphatic-drainage massage; applying concealer to the nose, cheeks and jawline; ‘Don’t take foundation or concealer right up to the lower lashes, as this will give a masklike effect’