

How do make-up artists decide on their beauty looks for the catwalk? *Sonia Juttla* asks some of the top names in the business what inspired them for the spring/summer 2014 shows

DO GIVE ME THAT LOOK

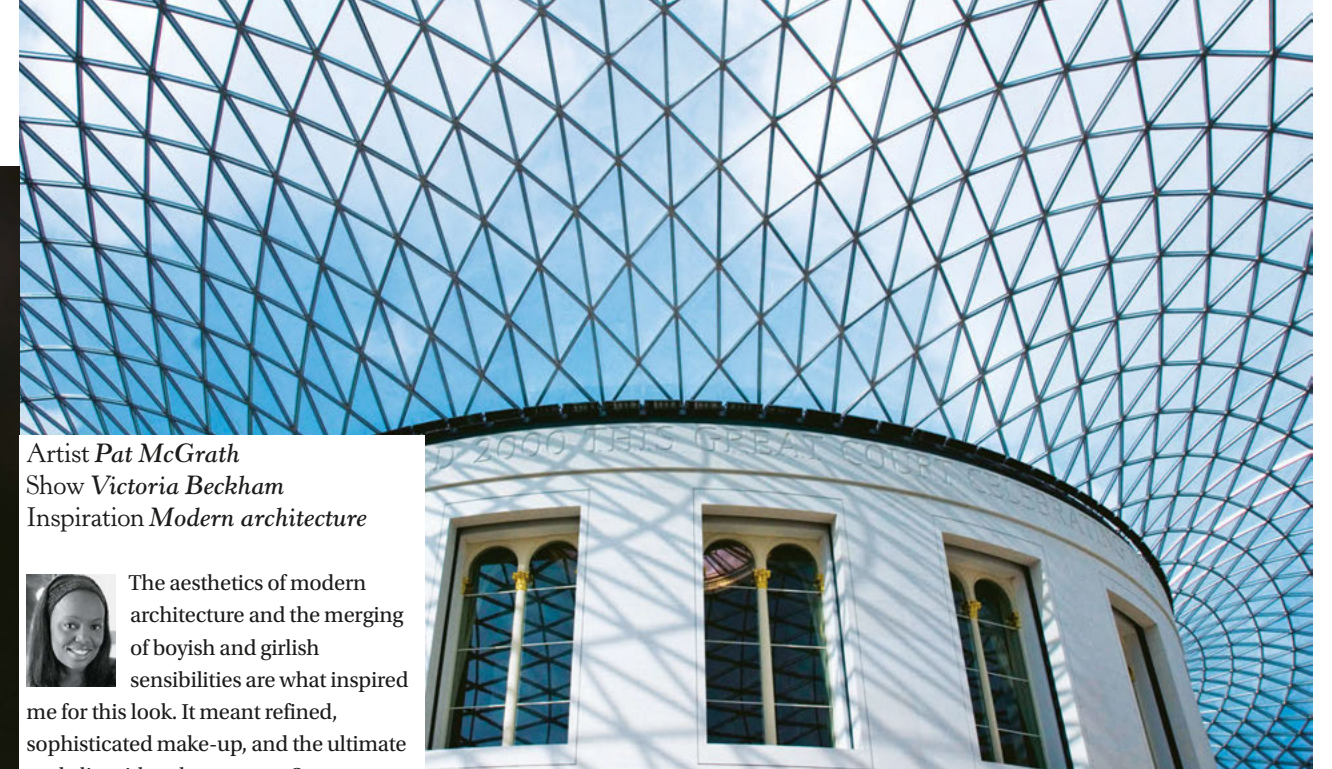


Artist *Pat McGrath*
Show *Victoria Beckham*
Inspiration *Modern architecture*



The aesthetics of modern architecture and the merging of boyish and girlish sensibilities are what inspired me for this look. It meant refined, sophisticated make-up, and the ultimate nude lip with a sheen-y eye. So many women struggle to find the right nude lipstick shade, but it's about finding a wearable shade in a soft, creamy formula. For eyes, a deep copper always looks modern and wearable – it's simple, fresh and interesting. I love the skin for this look too: it's beautifully matte but allows a radiance to shine through.

• **Key product** *Lipfinity Lip Colour* in *Always Delicate*, £10.99, by *Max Factor*, from *boots.com*



Artist *Lisa Eldridge*
Show *Alice Temperley*
Inspiration *Yves Klein paintings*



I wanted the make-up to contrast with Alice Temperley's collection. The final look was a blue eye with attitude. Graphic, modern and minimalist with a "boxy" blunt shape. For the electric pop of colour on the upper lid, I used a dense face paint, while under the eyes I chose a vibrant blue pigment, dropping it down a little from the waterline. I wanted it to be abstract, spontaneous and not too perfect. I think the girls looked fresh and modern.

• **Key product** *BL10 Aquacolor* (part of a set), £60.50, by *Kryolan*, from *screenface.co.uk*



Artist *Sharon Dowsett*
Show *Ashish*
Inspiration *Elizabeth Taylor*



When I turned up for the show test, Ashish showed me a photograph of Elizabeth Taylor on a yacht sporting a similar eyeliner to the one she wore for her role as Cleopatra. I combined this reference with Ashish's inspiration of a girl walking to the corner shop after a night out to pick up a pint of milk. His heroine liked mixing extravagant grunge with luxe sportswear, so the make-up couldn't be too perfect. I lined the eyes in a Middle Eastern manner, echoing the ethnic collection, and used the top of the ear as my focus point when "pulling out" the eyeliner horizontally.

• **Key product** *Master Duo Glossy Liquid Liner*, £5.29, by *Maybelline New York*, from *feelunique.com*





Artist *Gucci Westman*
Show *Rag & Bone*
Inspiration *Hans Feurer's Pirelli image*



This is my favourite of all the looks I've ever done for Rag & Bone. In my head I was really thinking of a Pirelli girl mixed with a 1990s supermodel – tanned, glowy and bright. She is strong and confident and super-feminine. It wasn't always going to be orange lips, however: at the show the designers and hair stylists were referencing pop art for the collection, and asked for a pastel-y mouth. Pastels looked too flat to me. I just said I wanted to do a bold orange lip, which I tried and it looked really cool. I find that if you try to articulate something to the designers they might not get it – you have to *show* them it works.

• **Key product** *ColorBurst Crayon Matte Balm in Mischievous*, £7.99, by Revlon, from boots.com



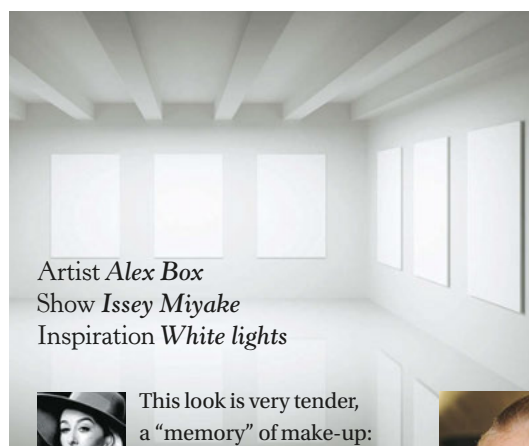
Artist *Wendy Rowe*
Show *Burberry Prorsum*
Inspiration *English rose*



I was inspired by traditional English fabrics used in an untraditional way, and the collection's textures and dusty colours. With the pink rose in mind, it was more about texture for me – I wanted to replicate the suede-velvety texture of petals, giving eyes a slightly suede feel with seamless colours, and a velvet finish on the skin. It was about mirroring the clothing with an English-rose look in every sense.

• **Key product** *Beauty Velvet Foundation*, £35, by Burberry, from johnlewis.com

BURBERRY PRORSUM

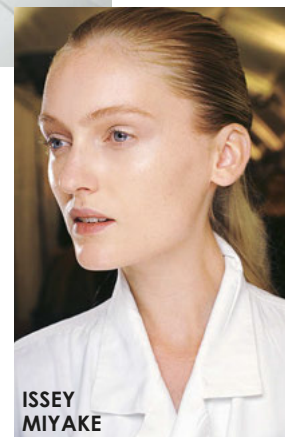


Artist *Alex Box*
Show *Issey Miyake*
Inspiration *White lights*



This look is very tender, a "memory" of make-up: something that has been seen and is now forgotten in the mind's eye. It's a sort of "emotional" make-up. It's become a bit of a cliché for summer to spell out tans and for winter to equal pallor: we want something more complex now. This sort of make-up represents feelings rather than being superficial. I made the model's own skin tone the contour shade, so it involved lots of highlighting to emulate walking through white light. Make-up is an equation: it's about figuring out what to build up and what to take down.

• **Key product** *Cream Colour Base in Luna*, £15, by Mac (maccosmetics.co.uk)



ISSEY
MIYAKE



BLONDS

Artist *Kabuki*
Show *Blonds*
Inspiration *Tweety Bird*



For this bold look I referenced 1960s science-fiction films mixed with the cartoon character Tweety Bird. The focus is on the eyes in a cartoon colour scheme: I wanted it to feel fun and precocious, just like Tweety, who gets away with anything just by batting those innocent eyes. I prepped the skin with foundation to give an even tone and, for the eyes, I applied a primary yellow paint and winged it out, using a turquoise pencil on the bottom lid. I also applied a black liquid liner across the lid to support the primary yellow. All it needed then was some wet-look gloss on the lips.

• **Key product** Eye Shadow in Chrome Yellow, £12.50, by Mac (maccosmetics.co.uk)

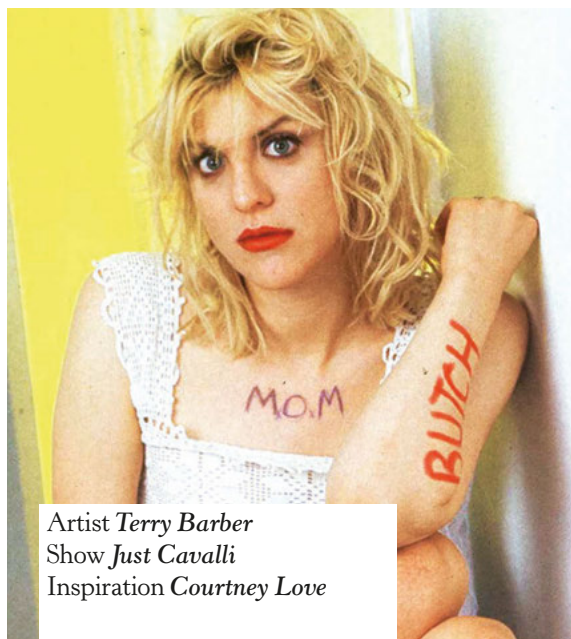
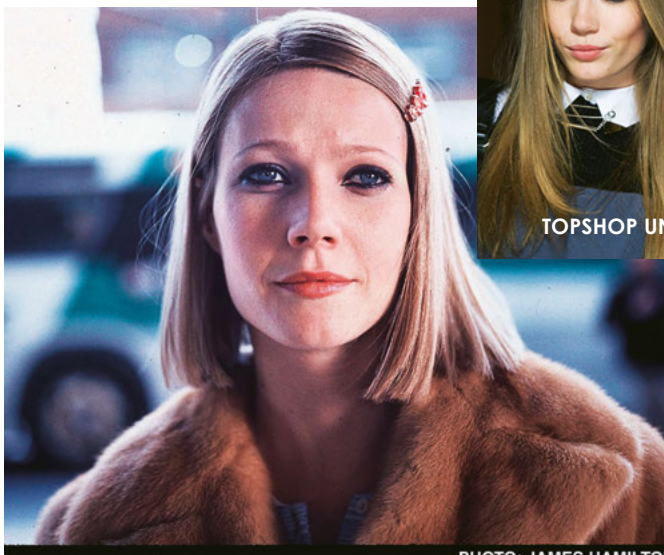


Artist *Hannah Murray*
Show *Topshop Unique*
Inspiration *Margot Tenenbaum*



This look is reminiscent of those cool girls at school: it's effortless, simple and lived-in, but quite tough. We took inspiration from Margot Tenenbaum, the rebellious schoolgirl with attitude. There's a darkness about her, but she's beautiful, with an air of superiority. I rimmed the eyes with black kohl and smudged it out from the upper waterline so it framed the eye without looking like make-up on the lid. I layered it with cloggy black mascara on the top lashes only, using the tip end of the brush to push it right up into the root. The skin was velvet to touch with a creamy and raw finish. It's a youthful, easy skin that isn't overworked. It's not "juicy" or luminous, it's just flawless. I worked a blush with a touch of neon red into the cheeks to give an outdoors-y flush. Lips were plain and not cakey.

• **Key product** Lip Bullet in Mink, £8, by Topshop (topshop.com)

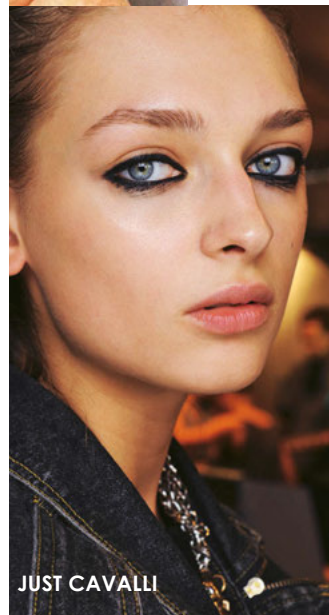


Artist *Terry Barber*
Show *Just Cavalli*
Inspiration *Courtney Love*



Conceptualising make-up for a designer is all about understanding who the client is. Just Cavalli, unlike the more grown-up collection, is younger, sexier and more rebellious. The brand loves a sexy dark eye (it's Italian, after all), so I kohl-rimmed the eyes and let nature take its course. Slept-in, next-morning eyes are much more chic than that overdone "reality TV" smokiness. This look is much more Courtney Love than Kim Kardashian. As I've been booked again for next season, I guess Cavalli loves a bit of Camden. ●

• **Key product** Eye Pencil in Feline £14 by Mac (maccosmetics.co.uk)



JUST CAVALLI