







CREATIVE FACE

By RACHEL WOOD

A daily make-up routine can be compared to a paint by numbers book - this colour goes here, use this brush for there, and it works. Yet it can lack creativity. It becomes a mundane, well known formula rather than a pleasure, like some ritual. And just like a paint by numbers art book, there are only so many times you can do it until you're bored.

Many are scared to push the beauty boundary. There's fear of when they do attempt a look like heavy eyes or the season's hot "it-lip" they'll end up looking like a Monet (ok from a far but up close a big mess) rather than a Pre-Raphaelite goddess. A big reason is often they tried to be creative when in a rush, like 5 minutes before leaving the house for a night out! Michelangelo didn't paint the Sistine chapel in a day, so don't expect to master that smoky eye in a hurried 5 minutes. Take a practice day to play and experiment, to unleash the inner makeup artist and discover a new look. And if a spare evening to play isn't something you have, here are some very easy artist inspired tips that are fresh off the runway.

Water colours -

Try the wet look as was created for the models for designer Dean Quinn at Vauxhall Fashion Scout's Ones to Watch show. Lip gloss which was once put on the shelf has made a big come back. Add a touch of gloss like MAC's lipglass on top of your favourite lipstick to give it a sheen but don't just stop at the lips. On David Koma's S/S10 show, clear lip gloss was applied on the lids all the way up to the brow bone for a futuristic glass effect. To modify this for an everyday look just add a few tiny dabs along the lash line to give a wet sheen or just under the eye brow but leave it off the lid/socket line to avoid creasing.

Sculpture-

Contouring and highlighting can sculpt the face. At Ziad Ghanem's London Fashion Week show, street models were personified into cartoon-like characters. The cheekbones and eye sockets were emphasised with heavy contouring, shading and highlighting.

A simple, user friendly way to contour cheeks is by using 2 fingers to feel the space underneath the cheekbone along the face. This is the area you want to add a product (can be cream or powder) that is slightly darker than your own skin tone. This works better when using a more matte textured product. Apply using a small round blusher brush. Make sure you buff in the product so there are no "stripes." Next add a touch of a highlight (try choosing one with a touch of shimmer for extra effect). You want to place this at the top of the cheekbone area - feel the face with your fingertips from the top of the ear along the cheek to the outer corner of the eye area.

Metal Work -

Metallic tones are going to be massive this year. As seen at William Tempest & Mattjis S/S10 catwalk shows. Even for the most novice of new make-up artists this is an easy trend to attempt. Whether used on lips, cheeks or eyes; a touch of bronze, gold and copper sparkle will illuminate skin and add a hint of glamour. Try taking a cream based metallic eye shadow and use it as a colour for the lips. Benefit's Marry Up cream eye shadow was used on the models at Alice Palmer's S/S10 LFW show.

And if you're really stuck for new inspiration check out AOFM's new book Make-up is Art. Available at Charles Fox, Soho Bookstore and www.aofmpro.com This book gives insight to the makeup artists world with beautiful images to stimulate your creativity.

BEAUTY

