

FASHION WEEK

# CATWALK *confessions*

*Katherine Elliott goes behind the scenes at the nation's most prestigious fashion event*

Keith Clouston/Matijs Bergen

**B**eforeme are herds of manic, brush-wielding individuals, flurrying back and forth, as elegantly poised models airily flit from chair to chair and the hum of hairdryers rises to an almost unbearable drone. Pure Beauty is behind the scenes at London Fashion Week, where a glimpse of what really goes on behind the scenes contrasts with images of perfectly pruned models gliding down auspiciously observed catwalks.



I'm at one of the globe's largest fashion events with makeup artists from the Academy of Freelance Makeup (AOFM), hair stylists from Toni&Guy's Academy and the country's most innovative new fashion designers. Rachel Wood, the face of Benefit cosmetics and a teacher at AOFM, is leading a team of the Academy's pro-make up artists through over 30 shows, (11 of which are headed by her and a further 22 that she's organised herself). Wood says: "I get the make up artists from AOFM to work alongside me. They might get years of work experience and not learn a great deal, but I know if they spend time with me, they will learn so much more."

The Academy of Freelance Makeup was established to provide expert tuition for the country's most promising make up artists, and offers tuition from the world's most pronounced industry experts. Born and raised in New York, Rachel Wood admits being a confident New Yorker has helped her achieve her own star makeup artist status. She currently works with ITV on shows such as Coleen's Real Women, is the face of Benefit Cosmetics and was previously part of the Britain's Next Top Model Tour: "I actually have a

theatre background," she says. "I took costume and stage design make up. I started working with designer Harriet's Muse at Fashion Week about seven or eight years ago and I absolutely love it, it's so exciting, especially as I get to meet all the new designers. We're all like a nice, big family at Fashion Week, there are so many assistants and designers." With 26 models, 14 of Rachel's makeup artist assistants, a similar number of hair stylists and various designers and stylists all working in one very, very hectic room, it's damn lucky the group feels like one big, happy family.

From the moment the models begin to arrive to the closing moments of the day's final show, teams of make up artists and stylists work incessantly to perfect each model's look, which frequently has to suit more than one designer's show – particularly for shows such as Ones to Watch, which showcases the designs of the top four new fashion designers in the UK, in just one presentation.

Pure Beauty tracked the artists and stylists working on the Ones to Watch and separate Mattijs Bergen show. That's five different designers, five different looks and one fantastically busy day.

Keith Clouston

## FASHION WEEK

### *Models, make up and mayhem*

#### 9.30am

The day's shows are sponsored by Benefit make up in conjunction with AOFM, so Rachel Wood and her assistants arrive early to organise countless bottles of Erase Paste, Benetint Lip Balm, Moon Beam and various eye shadows and lip balms: "It's really important to get here early and set up the tables," says Rachel: "So everything is organised and ready for when the models arrive."

#### 10.30am

Once all the make up artists (who are known at London Fashion Week as 'beauty assistants') from AOFM have arrived, and all the tables have been set up with mirrors, lighting and all the necessary make up brushes and products, Rachel Wood demonstrates the look to be applied to each model walking on Mattijs Bergen's show. The assistants take notes and each is allocated a space with a mirror to work in.

#### 11.00am

As the models begin to arrive for Mattijs Bergen's show, Rachel must make sure all the assistants are prepared and know what they're doing. She also holds press interviews and answers last minute questions from her assistants, who begin to work on models drifting in one by one. Artist Sharka Potoeszkova, 24, who has worked Fashion Week for the last four years says: "It's just a case of grabbing the models when I can and making sure we have the right models. It can be confusing so there's a lot of listening, and checking with the other make up artists."

#### 11.40am

It takes about 40 minutes to make up each model, and each of them has to be checked by Rachel. If she's not happy they go back to their assistant for corrections and touch ups.

#### 12.00pm

Jessica Nails file and colour each of the model's nails. Marketing executive for Jessica Nails, Mary-Tabitha Maguire, says: "We have to paint about 40 different sets of nails. Most models keep their nails short so they don't take much shaping." She adds: "The shows are for next year's Spring/Summer collections so nails look fresh. There will be a lot of coral next season, and silvery metallics too."

#### 1.00pm

Hairdressers from Toni&Guy's Academy style the models' hair. For Mattijs Bergen's show, Efi Davies, international artistic director for Toni&Guy, says: "We are going for a contemporary look, mixed with elements of the past, by doing a very elegant chignon. The chignon will look textured, as though the models have been wearing the style for a few hours."

#### 1.15pm

Rachel runs over to the other end of the room where beauty assistants and hair stylists are preparing for the second show of the day, Ones to Watch, which incorporates four designers.

#### 1.20pm

Rachel uses a model to demonstrate the Ones to Watch look, which is simple and classic with pale, flawless skin, perfect red lips and curled lashes.

#### 1.30pm

Beauty assistants begin work on the Ones to Watch models. Rose Mai, beauty assistant for AOFM, says: "Rachel wants everything flawless, so to complete even a simple look takes between 40 and 45 minutes."

#### 2.30pm

Each of the models is taken to Rachel for checking, and adjustments are made. The models are called for a short run through on the catwalk as guests begin to arrive.

#### 3.30pm

Models, beauty assistants, stylists and hair stylists assemble backstage to dress models and correct last minute problems.

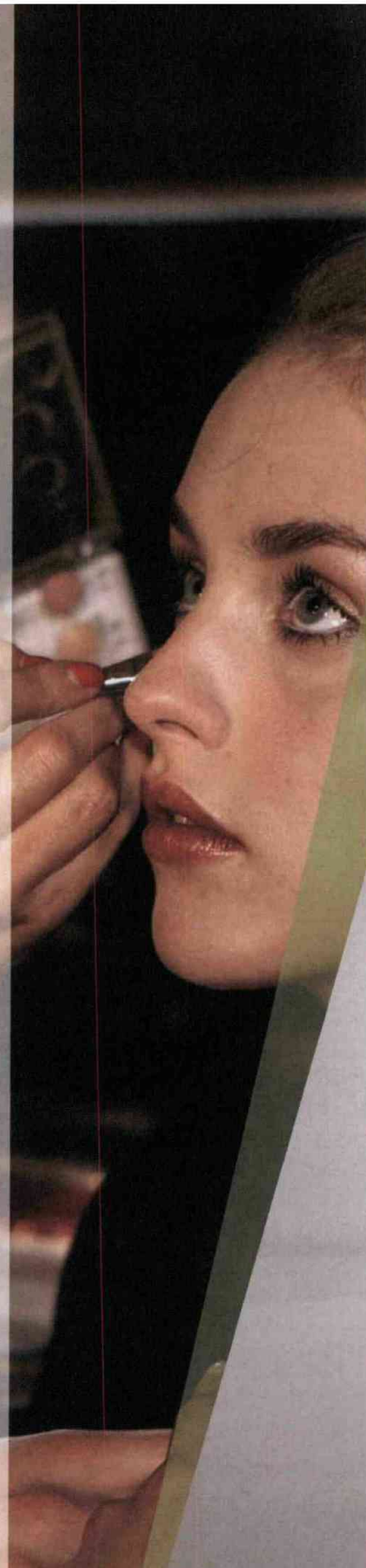
#### 4.00pm

Half an hour late, which is apparently normal for any fashion week show, the first models strut down the catwalk.

#### 4.30pm

The designers gather backstage to answer press questions as the models change and shoot off to their next show. Mattijs Bergen says of his look: "I wanted the models to look clean and simple, so we opted for very natural looking hair and make up. The look doesn't distract from the bright colours in the clothes."

Visit [www.aofmakeup.com](http://www.aofmakeup.com) for more information on AOFM



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## The look Mattijs Bergen

### Make up

Mattijs wanted a simple but textured look to compliment the bold colours in his designs. He decided on coppery tones for the eyes to accentuate the bold, bronze accessories that match his clothes. For a base, the assistants applied foundation with a foundation brush, and Benefit's Boing and Erase Paste for a flawless finish. Benefit's One Hot Minute mixed with Lust Dust Big Daddy was then brushed over the eyelids and up to the brow. Benefit's High Brow was applied along the inner rim (waterline) of

the eyes to make them look bigger and brighter. The eyes were finished off with Bad Gal Lash in Black, and Eye Bright in the corners to open them up. Benefit's Moon Beam was then smoothed across the top of the cheekbones and under the brow. Erase paste was drawn in a V shape underneath the eye and blended to lift the cheekbones. Shimmer powder was brushed over the nose and across the cheekbones, and lips were kept really simple with a neutral lip balm, for a subtle, soft look.

### Hair

Hair was prepared with label. m Blow Out Spray, which was applied section by section to give the hair a rougher, textured feel. It was then scraped back into a ponytail and pinned into a loose but elegant chignon. For a finishing touch hair was sprayed with label. m Resurrection Style Dust and backcombed to create an extra layer on the top of the hair. The style was then secured with label. m hair spray.

Keith Clouston/Mattijs Bergen

## FASHION WEEK

KHALL  
 SCOUT

PRESENTS

ADA ZANDIT  
 MADE IN ENGLAND

### Trends

Coppery eyeshadows  
 Nude, flawless skin  
 Sheer, metallic eyes  
 Coral and metallic nails  
 Soft, balmy lips  
 Shimmery, subtle cheeks  
 Angled lashes

Keith Clouston/Ada Zanditon

## The look

### Ones to Watch

#### Make up

The Ones to Watch make up had to suit the outfits of four different designers with only minor changes allowed, so had to be classic and simple. The models' faces were first prepared by cleansing, toning and moisturising. Foundation was then applied with a foundation brush and setting powder was used across the nose and under the eyes to reduce shine. Erase Paste was applied under the eyes to reduce the appearance of any dark circles. Georgia powder was then swept over the nose and cheeks, followed by a smudging of Moon Beam by Benefit to highlight the cheekbones. Mascara was applied to the top and bottom lashes, angling the brush to emphasise the sides of the lashes. White eyeliner was applied to the inner rim of the eye to make the eyes appear more open. Finally, bright red Flirt Alert lipstick was applied depending on which designer the models were walking for. Minor alterations were made for each designer's look, such as false, scrunched lashes for Dean Quinn, invisible eyebrows smoothed over with wax and foundation for Hermione de Paula, and lots of white Shimmer Lust Duster in Snow Bunny for Marko Mitrovski.

#### Hair

The Ones to Watch designers also opted for a chic, elegant up do but with a modern, textured twist. First the Toni&Guy stylists slightly tonged the hair, before brushing it out and spraying with label. m Blow Out Spray. It was then pinned up into a chignon, as with the Mattijs Bergen models, and backcombed to make it look scruffy, before being secured with label. m hairspray.

