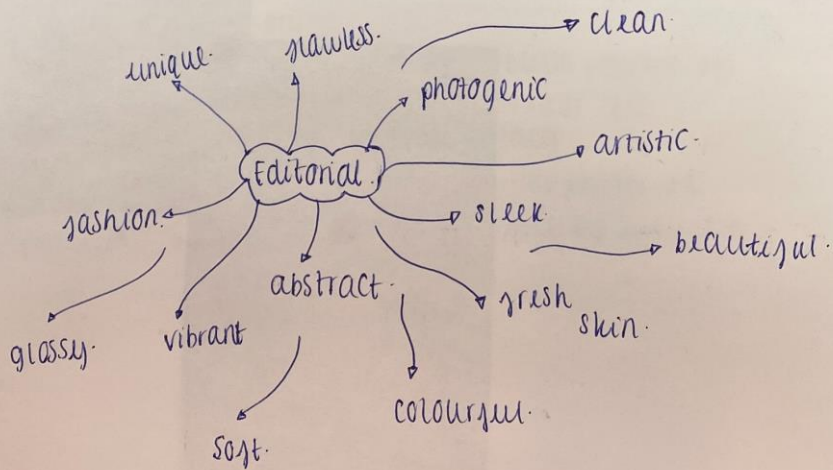


# EDITORIAL.

## LOOK 1.



For my first makeup look, I'll be creating an editorial look suitable for fashion. Editorial makeup is makeup seen in print, magazines, articles and runways. I've chose to start off with a makeup era I'm confident in. For my look in particular I've taken inspiration from a few different met gala makeup looks including Grimes Pearl, Stormi Reid and Julia Garner.



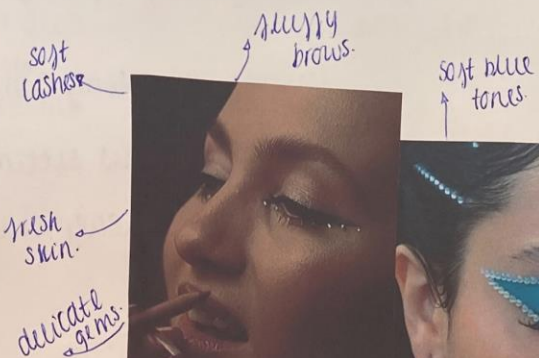
## ARIST RESEARCH:



Two main editorial makeup artists who have inspired my look is Donni Davy and Alexandra French who were both the head makeup artists for the series 'Euphoria'. Euphoria is heavily inspired in glitter and face gems. Both makeup artists have also gone on to work with celebrities, creating and designing editorial for TV and shows.



Euphoria has started many different makeup trends since becoming popular last year. One of them including Alexa Demis Zamora blue winged eye makeup lined with crystals.



## PIANNING PROCESS:



My aim for this final look is to focus on creating a flawless base while also achieving a sultry smokey wing. I'll be using a mix of different skills including free hand line work and product knowledge to perfect a glowy

### Hair:



skin. My plans for my final hair consists of soft beach waves with a slick down parting topped with pearls on top. I'll also be incorporating an editorial black glossy lip to match the smokey wing. Finally to finish



off, I'll be using a mix of highlighter and a luminous setting spray to achieve a glowy chwt.

## PRACTISE RUN:



For my practise run of my hair and makeup, I practised what products I'll use for my final look and the placement of the pearls on the eyes. From this we decided to include more details to the liner and include a black lip



instead of a nude lip. For hair, I also practised what products to use on my final look I'll use less hair on the front and use gel instead of a spray.

### Products:



Hair:  
- straighteners.  
- hair gloss.  
- pearls.  
- tail comb.

### Makeup:

- brow gel - £8  
- primer base - £10  
- pearls - £2  
- eye liquid liner - £5.  
- glitter - £3.

# FACE CHART:



- sharp black lips.
- bronzed skin glowy.
- fuzzy brows.
- fresh skin.
- smokey wing.
- iridescent glitter.
- black liner.
- smokey lash line.
- dewy skin.
- bushed cheeks.

## Editorial makeup artists:

some other editorial makeup artists I researched ~~was~~ are mimi loma, who caters to mainly specific print based makeup looks. Tamara Tott, who's based in London who also works in makeup for shoots. And Andrada Rusu whos an award winning editorial makeup artist.



## Self Reflection:



Reflecting on my final look, I'm overall really happy at how my final look came together. For the future I'd consider photography and planning a photographer that is reliable as the final pictures needed to be edited and tweaked.

One thing that helped was practising the hairstyle before hand so, for the final look, I knew what to use product wise to help secure the pearls in the hair.

### product /

#### Budget list:

eye base (paulise) - £15.	hair spray - £3.
eyeshadow - £20.	highlighter - £9.
pearls - £4.	body mist - £6.
duo lash glue - £5.	black gel eyeliner - £7.
brow soap - £7.	
loose glitter - £3.	
black + white liner - £9.	