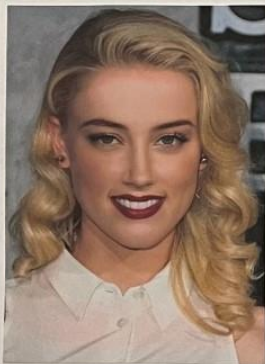


INSPIRATION

For this look my main inspiration is the 1940's since it was such an iconic era. I love the hair style of the big bouncy curls and exaggerated side parting. I feel like makeup was very soft and beautiful. and obviously a red lip was very iconic and I knew I had to include that in my work. However, instead of doing traditional 1940's im going to put a spin on it and make it modern and runway / Instagram ready, but still keeping the elements of 1940's so you can still tell what the inspiration is.

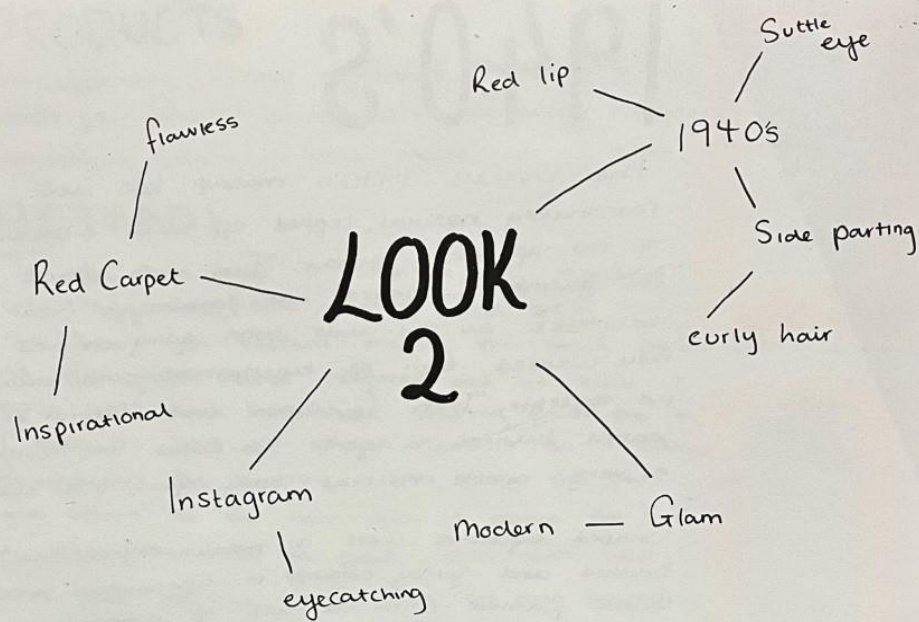


PLAN

My plan for this look is to make the skin look flawless and very runway ready so glamorise and beautiful. I will do this by defining natural features by contouring and highlighting and I will also make it quite subtle like 1940's by not doing major eyeshadow and just keeping it classy with a blown out soft eye with a little black wing for definition. The main focus is for the red lip and hair. The red lip will be slightly rounded so it matches the 1940's shape. Then for the hair obviously and exaggerated side parting with large bouncy curls done with straighteners for a smooth look.

RED CARPET / INSTAGRAM

Instagram makeup is typically very heavy makeup that is alot of browns, oranges and smokey tones that are very blended seamlessly and it's typically going out makeup since it's so glam and done up. Red Carpet makeup is slightly different in a way it's not as heavy however, is still quite glam and not typically worn everyday. Red Carpet usually has inspiration and purpose for why its done and that could depend on theme, what its for or even just to suit the model.







1940's

The Overall 1940's makeup look was reasonably natural, topped off with a splash of red lip stick glamour. This was because the government wanted all females to wear red lipstick as the war was going on and they wanted sign of togetherness and strength put together. Then foundation was natural or leaned towards a gentle sun-kissed tone with a very subtle natural rosey glow, to the cheeks.



Straight eyebrows were of medium thickness, brushed and gently coloured in. Eyeshadow was subtle finished with a touch of mascara on the lashes and perhaps some minimal eyeliner. A very popular brand of makeup in 1940's was max factor.

Key Trends of the 1940's in Fashion and Style:

- Seamed Stockings
- Victory Rolls
- Bolero jacket
- Trench Coats
- Shoulder pad dress
- Sailor pants
- Shirt dress
- Bobby socks
- Utility dress
- Red lipstick
- Bullet and Strapless Bra.



Women in World War 2 left us an iconic and beguiling style which is forever celebrated in movies, books and magazines. Rationing encouraged women to "make do and mend" with all resources going to the war effort, fabric shortage meant longer skirts and less revealing evening dresses. Austere was reflected by more austere fashion in the early 1940's. Makeup and hairstyle however, never looked better.

PRODUCTS:

- Straighteners
- heat protectant
- sectioning clips
- long flat pins
- Short flat pins
- comb (tail + wide tooth)
- hair spray
- Smoothing cream
- hair mousse.

METHOD:

To do this hair I started by splitting the hair into an exaggerated side parting and then continued to split the hair into sections keeping the main front parts separate at the front and keeping all the back separate but split half and half. Then starting from the bottom section I split the hair into small sections so I could curl with straighteners, by twisting away from the face to, frame and give volume to the hair. Then I pinned the curl up with flat clips to hold in place which will help prevent the curls from dropping. I did this on all sections making sure to curl away from the face on either side. After the hair has all been pinned and cooled down I brushed them out and added smoothing product to the hair to define the shape. Then for extra definition I added flat clips to pin the shape in place. Finally I added mousse to the side part for more of a lift to add volume.

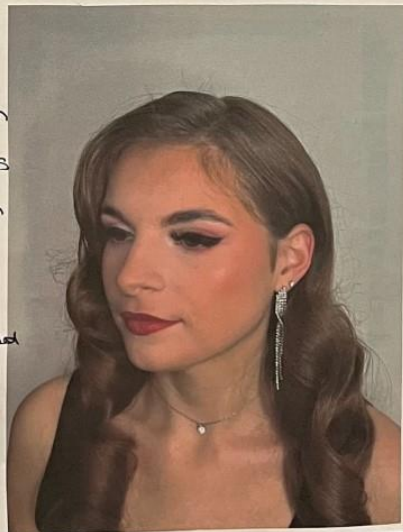
HAIR PRACTICE



FINAL LOOK 2

METHOD: To do this look I started with the hair so it could cool while I do the makeup. For the hair I did the same method as my practice which is on the previous page. So once all the hair was pinned up I started with makeup, first step was eyebrows I used a brow soap to make them appear laminated. Then I primed this skin with embryolisse cream everywhere and on the T zone and chin I applied a pore filling primer to smooth the skin. Next I went in with foundation and applied with a beauty sponge to make the base flawless. I applied concealer the same way to under the eyes and centre of the forehead to brighten. Now was time to bring life back into the skin I used cream bronzer and blush keeping it quite high to lift the face. Then to set everything in place I used a translucent powder to soften and prevent creasing. Setting I tend to keep in the centre of the face since I can set cream products with the powder version so I could keep the same pigment. I then rehydrated the skin with a setting spray and moved onto the eyes I created a wash with a fluffy brush and a light brown I slowly blended colour with browns and a muted pink. and finished with a black liner and using the same colours on the lower lash line. Finally, was a red lip slightly rounded on the cupid's bow, and to take the hair out, add accessories.

MODEL: KATY HARLAND



REFLECTION

WHAT WENT WELL: Overall I am happy with how this modern 1940's look came out I think it looks stunning on my model and is quite classy. I am obsessed with the hair usually I dislike hair and struggle with that step however, I thought it was quite enjoyable for this look. I like how the skin looks I think the base came out nicely and looks very smooth. And I think the accessories mainly the statement earrings really bring this overall image together.

HOW TO IMPROVE NEXT TIME: Although I am happy with how this look came out there are always improvements for example the eyeliner I sit as clean as I would like it to be. I used a pot eyeliner and it was quite dry meaning it didn't create a sharp edge. Also the hair could have done with a product to help control fly aways and make the hair look even better.

PRODUCTS USED:

- Straighteners - flat clips
- Smoothing cream - comb - wide tooth comb
- pink honey brow soap
- embryolisse cream - smashbox pore primer
- illamasque foundation
- nars concealer - huda beauty bronzer
- made by mitchell blush - RHA powder
- taste bronzer - james charles eyeshadow
- illamasque pot eyeliner - huda red lip
- mac setting spray

