

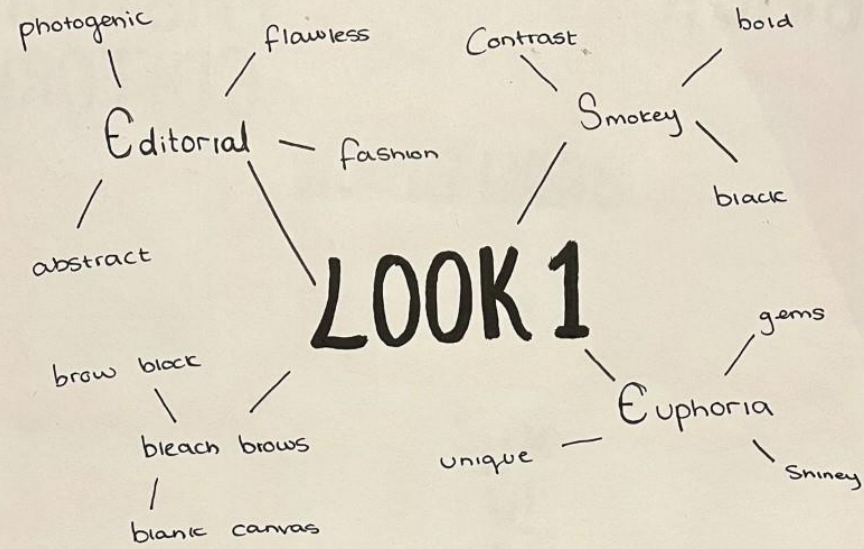
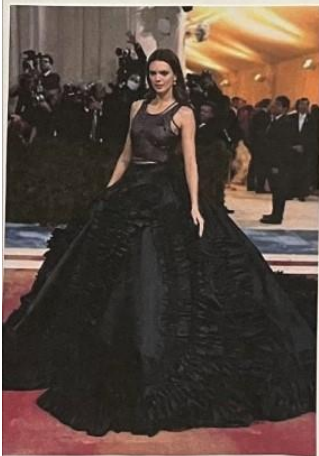
INSPIRATION:

My main inspiration for my first look is Kendall Jenner's met gala look for 2022. I felt like it stood out so much and was so iconic like all her met looks. I loved how she bleached her eyebrows but then had a heavy contrast with the dark smokey eyes. Another main inspiration for me was from watching the show Euphoria the makeup looks created by Donni Davy were amazing and the gems and shimmer added so much to each look. Therefore, I knew it would look great with a smokey eye and bleached eyebrows, but for more of an editorial look.



PLAN:

My vision is to have flawless glassy skin suitable for an editorial makeup look. Then just like Kendall's look bleach the eyebrows and pair with a smokey eye. However, for my look I might make it more prominent and bold so when I add gems it will really pop. I'm going to use black gems so it will make a full image and I'm not using silver gems so the eyebrows have more of an impact. Then for the hair I'm going to do a slick back ponytail so the gems could also go into the hair and it won't just have a stop line on the face.



WHAT IS EDITORIAL?

Simply defined, editorial makeup is makeup that appears in paper. Editorial makeup is commonly seen in fashion photography, CD covers, publications and beauty articles, billboards and other forms of entertainment. Editorial photographers are usually hired by a magazine or newspaper to take photos for use on the cover or inside issue. The makeup is typically clean, glossy and very natural with pops of colour or a whole painting depending on the photoshoot.

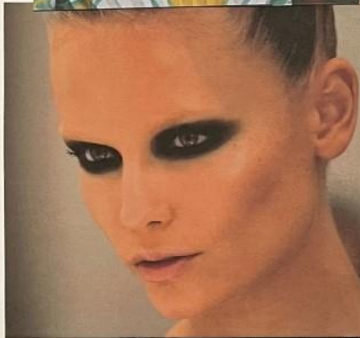
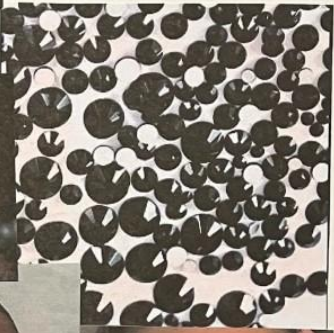


BLACK



FASHION EDITORIAL

BROW BLOCK



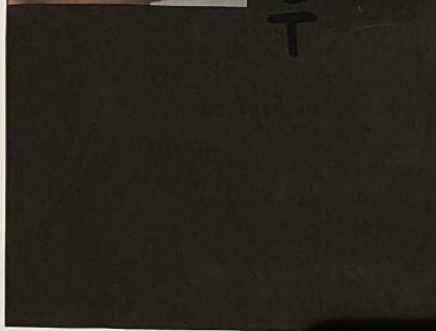
RHINESTONE



DOUGH-BUTT



FLAWLESS



SMOKEY EYES





PAT MCGRATH

Born 1965 in Lodon to a single mother and first jamaican generation immigrant, McGraths Journey started in the 1980's, 1990's when she found herself immersed in the city's colourful nightlife scene. Her breakthrough

Came in early 1990s when she worked with Ennifunl, then fashion director of ID magazine on shoots for youth magazine, working fluently with her hand and her keen eye for bold hues. Now McGrath is the worlds most influential and in demand makeup artist. Over 25 years McGraths creative vision has made her a tour de force whose creative legendary power has transformed both beauty and fashion on a global scale.

VALENTINO'S SPRING FASHION SHOW 2019:

This valentine fashion show was all psychedelic patterns and prismatic sequin embroidery. So to continue the look onto the face Swarovski crystals were placed along the eyes for real beauty escapism. Considering designer Pierpaolo Picciolo has never been afraid of embellishment, neither has McGrath, it's no surprise they went for it.

While many girls wore neutral minimal makeup a handful of models got the graphic glittery hand placed gem treatment.

"Pierpaolo wanted shades to complement the clothes - quite pale but rich" so she explained and went for magenta green, lavender.

This is one of my favourite shows for how daring and bold it is. Each model that had gems just had the perfect look. For example Nikki Tison's blue eyes were swooshed with tippy pink gems and it structured so well.

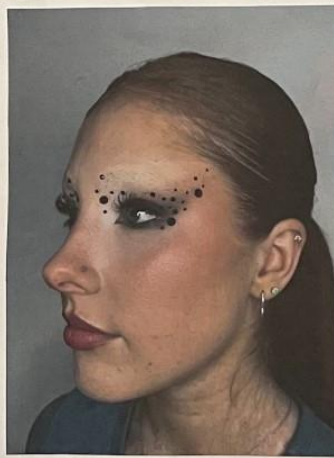


PRACTICE

METHOD: To start this look I began by blocking out my models brows and set with powder to create a smooth base so you cant see hair. Then I covered with concealer and set again. Then I went in with skin prep to make the base nice and glowy and hydrated, perfect for editorial. Next I went in with foundation to get rid of any redness and discoloration, and following on I used concealer to highlight and cover. Next I lightly set under eyes to avoid any creasing.



Then to rehydrate I used setting spray so I could go back in with creams. When cream bronzing I kept it quite high on the cheek bone to pull the face up-wards. This was the same for blush I kept it quite high as well to carry on the illusion. Then for the eyes I started with a transition shade of a light brown and blended that towards the outer corner extending up. I added many colours to create depth, going from light brown transition inbetween to black. After the eyes were done I stuck gems on and finished with a lip to match the blush. Hair I kept simple and sleek and slicked it back.



REFLECTION: This was meant to be my final piece but I don't like how it came out, I felt like it was too heavy for editorial and I didn't like how you could still see the eyebrows, so next time I will colour correct them and also skip foundation and just use concealer. I also feel like more gems are needed for depth as well as a different hairstyle to help frame the face.

FINAL LOOK 1:

METHOD: To begin this look I first started with skin prep which went in order of cleanser, toner, serum, eye cream then moisturiser. Once the skin was prepped and hydrated I started by blocking the eyebrows with a pit stick a spoolie and a wet cotton pad, the wet cotton pad helped smooth the edges and blend the glue with the skin. I did two layers then set with translucent powder and since her hair is dark I then colour corrected with an orange to cancel out the tones. I then rehydrated the skin with a mist and applied a light amount of foundation to even out the skin tone. After I then went in with a lightweight concealer to help brighten and correct under the eyes, then so it doesn't crease I lightly set. Next I cream contoured and cream blushed to warm up the skin and bring dimension and life back to the look. Now was the eyes I started with a light brown to make the shape I wanted then slowly built up colour till I reached black. Once it was smokey enough and the right shape I began sticking on black gems to mainly the inner and outer corners not focusing on the centre, I stuck these on with lash glue. Last steps were to do the lips I matched with roughly the same as the blush the rehydrated the face one last time to make the skin appear flawless and glowy.

MODEL: HARRIET BAKER



REFLECTIONS:

WHAT WENT WELL: Overall I love how this look came out in the end. I think it suits the model so much and is quite flattering, I'm glad I didn't use face eyelashes as it would have taken away from the look as well as the editorial element. I feel like the dark background and elements (hair, clothes, necklace) really complement the gems I used and I love how it all seamlessly works together. I feel like for industry it would work in a magazine like vogue or a campaign type.

HOW TO IMPROVE NEXT TIME: Although I love it I feel like it could be improved like the skin for example I think overall I could have used less product to make it appear more natural and glowy which editorial is all about. Also the "practice" of this look was meant to be the original however, I changed for this one as I felt it could have been better so try do it first time to stop delay on other looks. Lastly do eyes first to prevent fall out sticking ESPECIALLY with BLACK!!

PRODUCTS USED:

- cleanser - toner - hydroclavic serum
- eye cream - moisturiser - hydrating spray
- illuminasque foundation - nars concealer
- rha powder - huda cream bronzer
- made by mitchell blush - james charles palette
- gems - lip gloss - eyelash glue
- mascara - glue stick.

