

# MAKEUP'S EVENING SHADES

*Using brighter colors  
on lids and brow bone is the new way  
to bring eyes into focus*

If you're one of the many women who swore they'd never wear bright eye shadow, you may want to rethink that statement. Okay, maybe you're not the baby blue type, but imagine your eyes defined in fuchsia and mauve or orange, yellow, and gold or even tints of green. Does it sound too jarring? Surprisingly, the look can be soft, sophisticated, and unusually flattering. The fact is that using brighter colors on the lids and brow bone is the newest way to bring the eyes into sharp focus.

Makeup artist Carmon Springs, who is responsible for creating the fashionable fuchsia-shaded eyes shown on the following page, says the look represents a new softness and femininity. "We've gone through the power stage with nude, naked faces. Now we're going back to our color palettes to achieve these fresh, sunny looks." It's definitely a departure from the eighties' natural, monochromatic makeup philosophy. But then again, times have changed greatly. "Life has gotten more serious. It's a lot harder than it used to be," says makeup artist Linda Mason, "We need more brightness in our lives and these looks reflect that mood." Cover Girl Cosmetics beauty consultant B.J. Gillian calls these colors "the new neutrals." "Bronzy golds and deep smoky mauves pick up and accent all eyes beautifully," says Gillian. Gone are the days of sweeping a single bland shadow over lids. "For the eyes to

make an impact, the lids must be shaded. This gives beauty, depth, and allure to the eye—a feature that needs dressing in order to stand out," says makeup artist Pablo Manzoni.

A key to the look is the new shape of the brow. For so many years the brow was left bushy and natural. Recently, the pencil-thin, exaggerated arch became the rage. But this overly theatrical enhancement was largely left to runway models and fashion victims. Real people reshaped and defined their brows less dramatically. Now, **Right, makeup artist Fran Cooper creates a subtle rainbow effect with several shades of eye shadow. She finishes the look by applying false lashes. All makeup by Yves Saint Laurent. Face: Beige Blush Moisturizing Foundation. Eyes: Golden Mystery Eye Shadow Duo; Clove/Honey Eye Shadow Duo; Dark Brown Kohl Eye Pencil. Hair, Michel Aleman for Jacques Dessange; makeup, Fran Cooper for Pierre Michel Salon; stylist, Melka Treanton.**

brows aren't as severe; they're softer and rounder, less contrived. With all this new space open between the lid and the brow, the natural, nude eye looks dated and boring. This above-the-eye area lends itself to contouring and shading to help complement the bone structure (since using shadow on the brow bone highlights any stray

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## ***With a broad space open between the lid and brow, the nude, natural eye looks boring***

hairs, brows still need to be impeccably groomed). On models, makeup artists are using shadow directly on the brow. Fran Cooper, who did the makeup on the preceding page, brushed gold and yellow shadow onto brows to intensify the eyes.

**T**he trick, of course, is learning how to apply these vibrant colors so that the resulting look is dramatic and sexy, not garish and vulgar. The good news is that it's not as tough as you think, thanks to the much-improved formulations. According to Dominique Szabo, senior vice president of product development worldwide for Estée Lauder, there have been tremendous advances in makeup technology over the past 20 years. "Those old frost shades were wonderful for the eyes, but not for the skin. We've seen changes in the pigment, the size of the pearls, and the machinery used to create color," she says. The particles that deliver color are smaller, making the texture finer and smoother, hence simpler to apply. "Eye shadows have never been as good as they are now," says Manzoni. "It's like touching silk and velvet." Matte shadows aren't as dry and chalky as they once were, and frosts aren't as pearlized—there's a luminosity to them. As Szabo explains, "Women want some shimmer and color again, but they don't want it to be so obvious." While color comes on very strong, it is mixed to produce a new transparency. In many cases, the shadows may look downright frightening in the compact but go on much softer. This enables you to see the color and your skin at the same time.

Some shadows combine the qualities of both matte and shimmer. Cover Girl's Luminesse Three Kit Shadow in Sparkling Wines, which features three shades of the same tonality in a hybrid matte-shine texture, is one example. Yves Saint Laurent offers one color in

two textures—matte and shimmer—called Variation Solo Eye Shadow. It's set up like a checkerboard so you can choose matte, shine, or both depending on how you sweep the brush.

When applying the more vibrant shadows, the most important thing to remember is to choose colors in the same family or those that complement each other. Use a smudge liner (like Chanel Precision Eye Definer that comes in eight colors) close to the upper lash line. In contrast to the defined line of previous seasons, now you shouldn't see the line at all. It's only there to add depth to your lashes. Go over the liner with the strongest, deepest shade of shadow. This locks in the color for a richer, more modern look. A word of caution about pink: stay away from too pale or too bright pink on lids which can end up making eyes look tired and irritated. "The concentration of color should be right above the crease on the bone where it'll be hidden by the lashes," says Ilana Harkavi, makeup artist and owner of Il-Makiage, NYC. The least intense color on the lid is at the inner corner. The brow bone calls for subtle highlighting with a lighter, more iridescent shadow.

Blending is essential to avoid any line of demarcation between shades. According to Manzoni, the best tools for this new technique are a sponge-tipped applicator (great for reaching into tight corners) and a "fluff" brush that's about as wide as your pinky fingernail. Remember, what you take off in blending is just as important as what you put on.

As for lashes, think soft and pretty rather than bold and dramatic. False lashes have been used sporadically over the past few years, but now they are coming back stronger than ever. Many hope they will make the transition from the runway to the street successfully. Individual lashes used on bottom lashes enhance the roundness of

the eye. A strip of natural-looking false lashes blended in with your own lashes completes the look. (Individual cluster lashes are available at Il-Makiage, NYC. For invisible strip lashes, Maybelline is finding renewed interest in an existing product—their Expert Eyes Lashes are available in demi wisp, wisp, and flair.) If you don't have the dexterity to handle individual or strip eyelashes, you can get a similar effect using an eyelash curler and a dramatic lash-extending mascara—such as L'Oréal Lash Out Lash Extending Mascara—on top and bottom lashes. On bottom lashes, hold your mascara wand horizontally and brush back and forth for a cleaner, less clumpy result.

To subtly complement the eyes, cheeks look most modern with a wash of sheer, bright color in the same tone, applied high on the cheekbone, blending up into the eye area. Transparent lip color, whether it's bright or pale, softly balances out the face.

**Makeup artist Carmon Springs believes the return to colorful cosmetics represents a new femininity. She makes several shades of pink look wearable. All makeup by Christian Dior. Face: Opaline Teint Poudre Foundation; Accent Blush Final. On eyes: Rose Surprises 5 Colour Eyeshadow Compact; Chestnut Eyebrow Pencil; Chestnut Mascara Parfait. Hair, Michel Aleman for Jacques Dessange; makeup, Carmon Springs for The Stephen Knoll Salon; stylist Melka Treanton.**

If you're intimidated by wearing this much color on your eyes, introduce it to yourself slowly. Stick to your usual routine of taupes and browns, but add a dash of iridescent color with yellow, bronze, or magenta. It will intensify your eyes ever so slightly, and yes, you'll be noticed. Before you know it, the thought of blue eye shadow won't seem so bad to you after all.