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M·A·C

TREND RECAP

AW11 TRENDS

*BAREFACED ANDROGYNY... RED LIPS...
INTENSE EYES...STAINED COLOUR...
MATTE VS. GLOSS...THE BUILDING BLOCKS
OF THIS SEASON'S TRENDS DON'T
NECESSARILY SOUND LIKE ANYTHING NEW.*

PUT THEM IN THE PERSPECTIVE OF FALL 2011'S MOST PERVAIDING
ATTITUDES, THOUGH, AND SUDDENLY THEY'RE FRESH AGAIN....

A SIXTIES REDUX VIBE THAT'S MAKING TEXTURE-PLAY FEEL
CONTEMPORARY BY GIVING RETRO-INFLECTED LOOKS
A MODERN RETHINK (MOD-ERNIST)

THE HARD, HONED LOOK AT ANDROGYNOUS MAKEUP'S,
STAMPED-ON RED LIPS AND FIERCELY TUNED EYES THAT'S
MAKING BOY-GIRL POWER AND ATTITUDE ABOUT MORE THAN
RAW SKIN AND BARE LASHES (TOUGH-LOVE)

A RECONSIDERATION OF DECADENCE EXECUTED IN A WAY THAT'S
ALL ABOUT CREATIVE CONFIDENCE AND THE MOST HIGH-TECH
COLOURS AND TEXTURES (DISCO-TECH)

SOFT, SUPER BLENDED AND STAINED SHADES GIVEN A MODERN
RETHINK THROUGH BEING TREATED AS A NEW FORM OF MONOCHROME
AND GIVEN AN ARTISTIC ATTITUDE AND TECHNIQUE (AMBER-GRIS)

ALL GORGEOUS IN THEIR OWN WAY, BUT 'PRETTY' ISN'T REALLY
A MAJOR PUSH THIS SEASON. THE BUZZWORDS THAT ABOUNDED
WERE MORE ABOUT A DEGREE OF TOUGHNESS AND ATTITUDE.
TIME, IT SEEMS, TO FEEL THE POWER.





MOD-ERNIST

EVERY SEASON SOMETHING OF A RETRO INFLUENCE SEEMS TO COME TO THE FORE: DESIGNERS AND MAKEUP ARTISTS ALIKE HAVE REWOUND A DECADE FROM LAST SEASON'S SEVENTIES OBSESSION, TO REWORK A SIXTIES AESTHETIC THROUGH MODERN EYES.

THINK BEIGE, THINK LASHES, THINK A LITTLE BIT MOD AND FELINE, BUT FAST-FORWARD RAPIDLY ON TEXTURE AND TREATMENT: THIS IS MAKEUP THAT LOOKS QUITE MINIMAL BUT IS CERTAINLY NOT EFFORTLESS.

KEYS TO AVOIDING A PASTICHE RETRO RE-HASH? ASTUTE HIGH-TECH SKIN FINISHES ARE WHAT IT'S ALL ABOUT, WITH FEATHERWEIGHT FOUNDATIONS, HIGHLIGHTERS, SUPER-SHEER POWDERS AN ABUNDANCE OF GLOSS (LIDS, CHEEKBONES, LIPS...THEY'VE ALL GOT A LUMINESCENT LOOK THIS SEASON)

USED TO AN EFFECT THAT'S FLAWLESSLY POLISHED. ARTISTS ARE ALSO UNANIMOUS IN A STRONGER BROW, ZERO BLUSH AND, WHEN DOING A LASH, KEEPING IT ON THE FEATHERY SIDE.

AS VAL GARLAND SAID BACKSTAGE AT MOSCHINO CHEAP AND CHIC, "WHAT STARTED OFF WITH THE IDEA OF A SIXTIES BRIGITTE BARDOT WAS BROUGHT BACK TO A YOUNG MODERN LOLITA": IT'S ABOUT CHANNELING THE SPIRIT OF THE SIXTIES BUT NOT BEING LITERAL ABOUT IT.



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MAC



ALBERTA FERRETTI



ANTONIO BERARDI



BEHNAZ SARAPPOUR



CHLOÉ



C'N'C COSTUME NATIONAL



DAVID KOMA



DONNA KARAN
NEW YORK



ELIE SAAB



GIAMBATTISTA VALLI



ICEBERG



JAEGER LONDON



JONATHAN SAUNDERS



MARIOS SCHWAB



MAX MARA



MOSCHINO
CHEAP AND CHIC



PAUL & JOE



SALVATORE
FERRAGAMO



THREEASFOUR

MOD-ERNIST

“IDEALLY A PERFECT AND PAIRED BACK BASE WORKS IN CONJUNCTION. THE OBJECTIVE WITH THIS LOOK IS NOT TO SEE ANY BASE BUT TO GIVE THE IMPRESSION OF HAVING FLAWLESS SKIN.”

LISA BUTLER

EYES

BLACK HAUTE & NAUGHTY LASH
LINGERING AND FLING EYE BROWS
ROOT CREAM COLOUR BASE
SMOLDER EYE KOHL
FASCINATING EYE KOHL

LIPS

PEACHSTOCK LIPSTICK
FRECKLETONE LIPSTICK
ILLCIT LIPGLASS
HAVE TO HAVE IT LIP PENCIL
(AVAILABLE SUMMER 2011)

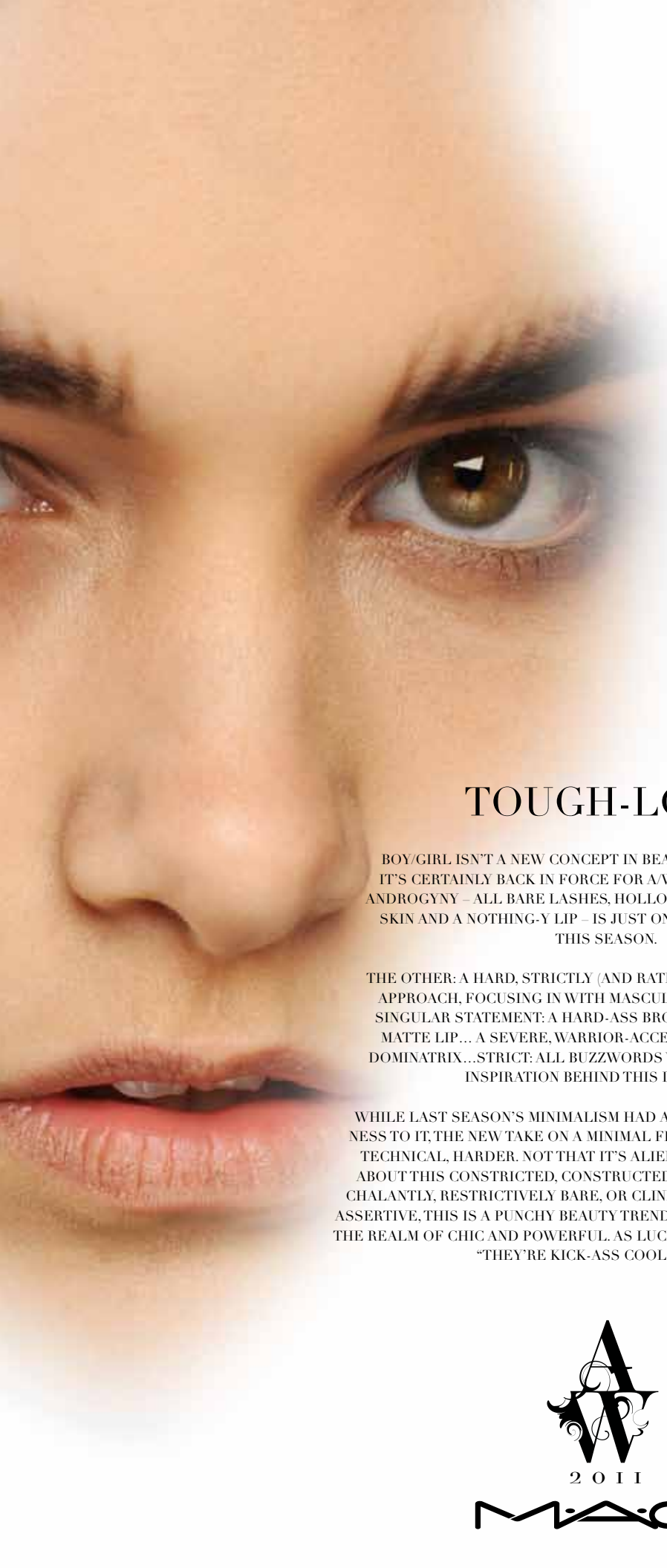
FACE

COMPLETE COMFORT CREME
CARE BLENDS ESSENTIAL OILS
MATCHMASTER SPF 15 FOUNDATION
(AVAILABLE AUTUMN/WINTER 2011)
SELECT COVER-UP CONCEALER
M-A-C GLOSS
M-A-C PRO SHINE MIXING MEDIUM
STUDIO MOISTURE FIX SPF 15
M-A-C PRO SCULPTING POWDER
PEARL CREAM COLOUR BASE
LUNA CREAM COLOUR BASE
SEASIDE CREAM COLOUR BASE
(AVAILABLE AUTUMN/WINTER 2011)



2011

MAC



TOUGH-LOVE

BOY/GIRL ISN'T A NEW CONCEPT IN BEAUTY OR FASHION, BUT IT'S CERTAINLY BACK IN FORCE FOR A/W2011. BUT BAREFACED ANDROGYNY – ALL BARE LASHES, HOLLOW CHEEKBONES, HONED SKIN AND A NOTHING-Y LIP – IS JUST ONE SIDE OF THE STORY THIS SEASON.

THE OTHER: A HARD, STRICTLY (AND RATHER CHICLY BEAUTIFUL) APPROACH, FOCUSING IN WITH MASCULINE ATTITUDE ON ONE SINGULAR STATEMENT: A HARD-ASS BROW...A NEWTON-ESQUE MATTE LIP... A SEVERE, WARRIOR-ACCENTED EYE. SAMURAI... DOMINATRIX... STRICT: ALL BUZZWORDS WHEN IT COMES TO THE INSPIRATION BEHIND THIS DIRECTION.

WHILE LAST SEASON'S MINIMALISM HAD AN ARTLESS, EFFORTLESSNESS TO IT, THE NEW TAKE ON A MINIMAL FEEL IS MORE CONSIDERED, TECHNICAL, HARDER. NOT THAT IT'S ALIEN OR OVERLY SYNTHETIC ABOUT THIS CONSTRICTED, CONSTRUCTED BEAUTY. WHETHER NON-CHALANTLY, RESTRICTIVELY BARE, OR CLINICALLY ARCHITECTURALLY ASSERTIVE, THIS IS A PUNCHY BEAUTY TREND THAT'S DEFINITELY WITHIN THE REALM OF CHIC AND POWERFUL. AS LUCIA PIERONI SAID AT MISSONI, "THEY'RE KICK-ASS COOL GIRLS"...



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MAC



ACNE



ALBINO



ALEXANDER WANG



BETTY JACKSON



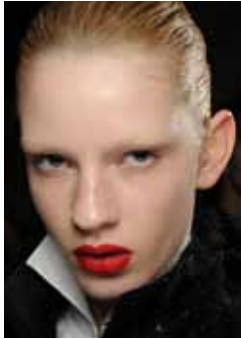
BIBHU MOHAPATRA



DSQUARED2



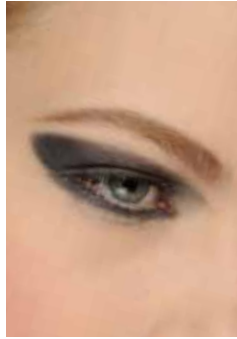
GARETH PUGH



GILES



MONCLER GAMME ROUGE



MOSCHINO



OHNE TITEL



PRABAL GURUNG



PREEN



PROENZA SCHOULER



REED KRAKOFF



RICHARD NICOLL



TODD LYNN



VIVIENNE WESTWOOD.
GOLD LABEL

TOUGH-LOVE

*"THERE'S DEFINITELY A PLAY ON
MASCULINE-FEMININE THIS SEASON."*

TOM PECHEUX

EYES

LINGERING AND FLING EYE BROWS
MINERALIZE EYE SHADOW IN BLUE SHEEN
(AVAILABLE SUMMER 2011)
MINERALIZE EYE SHADOW IN SMOKED RUBY
(AVAILABLE SUMMER 2011)
MINERALIZE EYE SHADOW IN DARK INDULGENCE
(AVAILABLE SUMMER 2011)
BLACK PENULTIMATE EYE LINER
CLEAR BROW SET
NC15/NW20 CHROMAGRAPHIC PENCIL
DARK BROWN CREAM COLOUR BASE
MID-TONE SEPIA CREAM COLOUR BASE

LIPS

LIP CONDITIONER SPF 15
CLEAR LIPGLASS
DIM LIP ERASE
RUNAWAY RED LIPSTICK (AVAILABLE
AUTUMN/WINTER 2011)

FACE

STUDIO SCULPT SPF 15 FOUNDATION
INVISIBLE SET POWDER
PREP + PRIME HIGHLIGHTERS
WHITE FACE AND BODY FOUNDATION
M-A-C PRO TAUPE POWDER BLUSH
M-A-C PRO SCULPT SCULPTING POWDER
M-A-C PRO BONE BEIGE SCULPTING POWDER
M-A-C GLOSS



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MAC



DISCO-TECH

ARTISTS ARE "FLIRTING WITH SOMETHING VERY DECADENT AGAIN THIS SEASON... EXPLORING A MANNEQUIN-LIKE BEAUTY THAT IS SUPER- DONE," EXPLAINS TERRY BARBER OF A/W2011'S TENDENCY FOR EXCESS IN ALL AREAS: ATTITUDE, INFLUENCE, EXECUTION... ALL TAKEN WITH A HEAVY PINCH OF HEDONISM.

THINK INDULGENTLY DARK EYES PAIRED WITH AN OPULENT MOUTH... AN OVER-THE-TOP OUTRÉ LIP (TOO MUCH PIGMENT OR TOO MUCH GLOSS IS NEVER ENOUGH)... OUT THERE COLOUR COMBINATIONS... A CONCEPTUAL, LIMITLESSLY CREATIVE APPROACH TO COLOUR AND TEXTURE.

ALL PULLED TOGETHER WITH PRODUCTS AND APPLICATION THAT ARE TECHNOLOGICALLY AND TECHNICALLY PERFECT, THIS IS BEAUTY AT ITS SLIGHTLY SURREALIST BEST: BIG ON IMPACT, BUT "SEAMLESS RATHER THAN HEAVY" CONCLUDES TERRY BARBER. "IT'S THE IDEA OF 'DONE'... BUT VERY WELL-DONE"...



2011

MAC



ALTUZARRA



BLUMARINE



DIANE VON
FURSTENBERG



JEAN PIERRE BRAGANZA



LOUISE GRAY



MANISH ARORA



MEADHAM KIRCHHOFF



MONIQUE LHUILLIER



THE BLONDS



THE RODNIK BAND



VIVIENNE WESTWOOD,
RED LABEL



ZAC POSEN

DISCO-TECH

*“INITIALLY IT’S ABOUT BEAUTIFUL SKIN...
BUT THEN INJECTING COLOUR ONTO THE FACE
IN AN UNTRADITIONAL MANNER.”*

JAMES O’ RILEY

EYES

CHROMAGRAPHIC PENCILS IN HI-DEF
CYAN, PRIMARY YELLOW, BASIC RED,
PURE WHITE, LANDSCAPE GREEN,
GENUINE ORANGE, AND MARINE ULTRA
CHERRY LIP PENCIL
MARINE ULTRA PIGMENT
M-A-C PRO BURGUNDY LIPMIX
36 LASH
PRO LONGWEAR EYE SHADOW IN PLUSH
(AVAILABLE AUTUMN/WINTER 2011)

LIPS

M-A-C PRO FUCHSIA AND
M-A-C PRO ORANGE LIPMIX
RUBY WOO LIPSTICK
M-A-C GLOSS
CLEAR LIPGLASS

FACE

OLD GOLD METAL PIGMENT
M-A-C PRO GOLD GLITTER
PIGMENT IN ELECTRIC CORAL
M-A-C PRO PIGMENTS IN NEON SHADES



2011

MAC



AMBER-GRIS

AMBER TO GREY...AND EVERY SHADE OF RUST, ROSE, SAND, BARK, OCHRE, LAVENDER, BURNT GOLD AND CHINCHILLA IN BETWEEN. A PALETTE OF TWILIGHT SHADES, APPLIED IN STAINS AND LINELESS WASHES DIRECTS THIS SEASONS TAKE ON SOFTER-EDGED MAKEUP, ALBEIT INFLECTED WITH AN URBAN EDGE (IT'S COOL AND CONTEMPORARY, NOT COUNTRY PRAIRIE-GIRL).

CITING MUSES AND MOODS THAT ARE ALL ABOUT A POETIC, ARTISTIC VIBE, A/W2011'S MORE EMOTIONALLY GRACEFUL MAKEUPS ARE FOUNDED ON AN IMPRESSIONIST-LIKE APPROACH TO COLOUR, USING A PALETTE OF SENSITIVE SHADES TO INVOKE A MOOD MORE THAN ANYTHING ELSE.

EMERGING AS A NEW TAKE ON MONOCHROME (WE'RE SEEING THE SAME SUBTLE SHADES PICKED OUT ON EYES AS WELL AS LIPS), IT'S A STEP-UP ON COMPLETELY NATURAL MAKEUP WITH A MORE ARTISTICALLY DRIVEN MOTIVE THAN SIMPLY LOOKING 'FRESH' OR 'ROMANTIC'.

RUBBED ON, PURPOSEFULLY IMPERFECT. A LITTLE BIT SMUDGED... THIS IS MAKEUP THAT'S ABOUT BEING POETICALLY EXPERIMENTAL WITH YOUR PALETTE AND FEELING IT WITH YOUR FINGERS, NOT BRUSHES....



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MAC



ALEXANDRE
HERCHOVITCH



BALMAIN



CAROLINA HERRERA



DOORI



HAKAAN



ISAAC MIZRAHI



KENZO



LES COPAINS



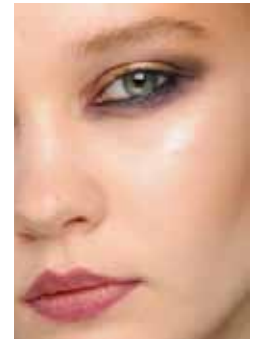
MARNI



MARY KATRANTZOU



MICHAEL VAN DER HAM



NORMAN AMBROSE



PEDRO LOURENÇO



RODARTE



ROLAND MOURET



WAYNE

AMBER-GRIS

“THEY’RE ALL COLOURS THAT ARE NATURALLY PRESENT IN THE SKIN’S TONE – INCLUDING EVERYTHING FROM FLESH, AMBER AND BROWN TO PURPLES, KHAKIS AND GREYS... THEY ENHANCE RATHER THAN DOMINATE THE FACE, CONVEYING MOOD MORE THAN A DEFINITIVE FEEL OF ‘MAKEUP.’”

LYNE DESNOYERS

EYES

SOBA EYE SHADOW
CRYSTAL EYE SHADOW
KHAKI CREAM COLOUR BASE
GROUNDWORK PAINT POT
INDIGO EYE PENCIL
SMOKED RUBY MINERALIZE EYE SHADOW
(AVAILABLE SUMMER 2011)
GOLDEN GAZE MINERALIZE EYE SHADOW
(AVAILABLE SUMMER 2011)
WEATHERED PRO LONGWEAR EYE SHADOW
(AVAILABLE AUTUMN/WINTER 2011)
SWEET SATISFACTION PRO LONGWEAR EYE
SHADOW (AVAILABLE AUTUMN/WINTER 2011)
BORDEAUXLINE POWERPOINT EYE PENCIL

FACE

ACCENTUATE SCULPTING CREAM
(AVAILABLE SPRING 2012)
CHEEK POWDER BLUSH
PEARL CREAM COLOUR BASE

LIPS

PHOTO LIPSTICK
CORK LIP PENCIL
ONE OF A KIND LIPSTICK (AVAILABLE
SUMMER 2011)
PRINCE NOIR LIPSTICK (AVAILABLE
AUTUMN/WINTER 2011)
CURRANT LIP PENCIL
BEET LIP PENCIL



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MAC