

extravagance  
meets elegance  
for the New Year

**E**SCAPE INTO THE SPIRIT OF THE season. The holidays are a time for the gathering of friends and family, as well as a time for sharing delicacies, gratitude and renewal. It is about inspiration for the heart and food for the soul. The mood is thoughtful, inviting you to reflect on the year's accomplishments and lessons learned to appreciate your beauty both inside and out. This time for reflection gives you the strength to re-emerge once again in the New Year.

Makeup and color are expressions of your relationship with the season. Winter's colors, frozen in time, take on the brilliance of crystalline gemstones and icy pastels, filling the color palette this season with deep jewel tones, icy reflections of the elements and rich earthy metallics. The innate beauty of the season is used as inspiration to adorn and beautify yourself, painting your face in the hues of nature's color palette.

The look for this season is full-on makeup with flawless skin. The bare-faced casual look doesn't work for the holidays. Right now an artistic blend of Hollywood glamour mixed with the mystery of goth is hot. Let's see where these two trends come from and why they work so well together. ➔

FALL TRENDS:  
HOLIDAY  
GLAMOUR  
GOES  
GOTHIC

BY LINDA BERTAUT





For a flawless finish, sprinkle ¼ teaspoon of translucent (no color) powder onto a powder puff.

Hollywood glamour entered the film scene in the early 1930s at the beginning of the Depression. Movies provided an escape from the difficulties of the time. Sitting in front of the big screen drew people into a whole new world. Polish immigrant and apothecary, Max Factor, designed the first flexible pancake makeup used in color films. It gave a smooth and flawless look to the skin. Movie stars became accustomed to the look and started wearing the makeup on a daily basis. Women wanting to emulate their favorite star followed suit and the demand for foundation was born. The birth of camouflage makeup and flawless skin began on the silver screen.

### Artistic and sophisticated

History tends to repeat itself. Hollywood offered an escape in the 1930s—a more modern version of this escape is the subculture we call goth. Separating themselves from the social norm, goths step back into a time where nature was the root of creation... the natural and mysterious world of the unknown where life becomes art. Their style represents a living art with their face and body as the palette and their clothing and makeup as the medium. They use symbolism in their makeup to express their relationship with these primal mysteries.

Mixing these looks for the holidays recaptures the old Hollywood glamour mixed with sensuous gothic undertones, for an artistic and sophisticated look. The beauty alchemist combines these two themes with two parts glam and one part goth.

What to look for with a mix and match look:

- Flawless skin using full coverage foundation with a healthy glow
- Penciled in, squared, exaggerated brows, in brunette brown
- Smoky shadows in deep shades of purple, teal, blue and pewter with hints of sheer color added to match sexy, holiday attire
- Full, luscious lips in shades of cranberry to blood red accentuating a full cupid's bow

## The three steps to flawless skin: Cover, conceal, finish

### Cover—liquid foundation

Select a medium to full-coverage foundation color that matches your skin tone. The foundation is glam—not goth. Using a wedge sponge or foundation brush, apply the foundation to your entire face, including eyelids. Blend so makeup is evenly applied to the skin and looks natural.

### Conceal—camouflage

Imagine an inverted triangle on your face using the eyebrows as the top of the triangle and tapering down the cheekbones to the bottom of your nose. This area is where you want more coverage for a finished look. Use a camouflage makeup color that matches your skin to avoid a reverse raccoon look. Using a synthetic brush, cover tiny veins and circles around the entire eye area. Bring the camouflage lightly down the sides of the nose (not on the nose) and onto the tops of the cheekbones. With a wedge shaped sponge, use a stippling motion to smooth out the camouflage on the tops of the cheeks and either side of the nose.

At this point the skin should look smooth and flawless with all redness and uneven skin tone smoothed out. More coverage should be placed on the cheeks to focus the attention on the eyes.

### Finish—translucent powder

For a flawless finish sprinkle  $\frac{1}{4}$  teaspoon of translucent (no color) powder onto a powder puff. Work the powder into the puff by rubbing the sides together until it is completely absorbed. Fold the puff, with your index finger placed inside the fold, and secure it with the thumb and middle finger on either side. With a rolling motion, start working the tops of the cheekbones, nose, forehead and chin. Remove excess powder with a large brush.

Note that using a pigmented powder at this stage changes the color of your foundation and can end up looking cakey and unnatural.

- Deep, sheer berry shades of blush on perfectly smooth cheeks
- Makeup as art with your face as the palette
- Adornment in the form of jewels on lips, eyes and face
- Ancient symbols on brows and/or cheek bones
- Adornment with Swarovski flat-back faceted crystals in jewel tone and metallic shades (Swarovski crystals—flat bottom with facets—are used for adornment on the eyes as liner, at the brow or even in the inner and outer corners of the eyes.)
- Indian style decorative bindis for the face and forehead (Bindi comes from the Sanskrit word bindu, meaning a small drop or particle. Traditionally it was used as a decoration worn in the middle of the forehead just above the brow line. Now they are used for artistic effects on most parts of the face.)
- Glitter worn as shadow, eyeliner or decoration
- Lash adornment with jewels and glitter

### Get ready to color—blush

Select a deep berry shade to complement your lipstick color. Lightly dust the cheekbones with color, covering the apple of the cheek and blending to the hairline.

*continues*



photo courtesy of Ziba Beauty



### Spark 'em up—eyeshadow

Place a jewel-tone color onto the eyelid from lash to crease using a fluff brush. Blend this color into the crease using a side-to-side motion so that the color fades to nothing halfway to the brow.

Using a pointed crease brush, dip the tip of the brush into a smoky metallic color and dot off excess onto a tissue. With eyes open, place the tip of the brush into the outer portion of the crease. Hold the brush firmly as you move back and forth in the crease like a windshield wiper, blending as you go above and below the crease.

Use a flat, synthetic eyeliner brush and run the brush onto the smoky shadow until the top of the brush is saturated with color. Tap off excess shadow before applying. You may use a liquid or glitter liner using a pointed eye liner brush across the top of the lashes.

Starting at the outer corner of the eye, press (not drag) the liner brush directly above the lashes until you see the color adhere to the skin. With slow, deliberate movements, press the liner all the way across the top of the lid at the lash line to the inner corner.

Use the same brush to press the shadow below the lashes from the outer corner to the inner corner. Create a smoky look by smudging both upper and lower liner with a firm eye detailer brush.

Apply two to three coats of mascara for lush lashes. You may want to use a jewel toned color on the tip of the lashes for just a hint of color.

### Jeweled and glitter accents

To adorn the smoky eye with jewels or glitter try one of the following ideas. Remember that you want to create a work of art and not a kaleidoscope of color.

- Place glitter shadow on the lid before applying mascara and after creating your smoky eye look
- Apply glitter with a liner brush to accent the eye liner above and below the lashes
- Use a brush to place glitter on the lips to enhance your lip color choice
- Place a single jewel at the outer and inner corners of the eyes
- Enhance the lash or brow line with jewels to complement the outfit and shadow colors
- Use bindis as art for the face and eyes.

Design a beauty escape by mixing the glamour of Hollywood with the mystery of goth. Let the spirit of the season inspire you to create living works of art for you and your clients. With your imagination, crystalline jewel tones and brilliant metallics, you will light the way to emerge as the star of your own performance. Happy holidays! ■

*Linda Bertaut is an author, esthetician, reiki master teacher and beauty expert. Bertaut has won awards for her make-up artistry and work on inner image. She founded Bertaut Beauty, which focuses on enabling people to realize their true beauty. You may contact her at 626.405.0424, [Linda@BertautBeauty.com](mailto:Linda@BertautBeauty.com) or visit [www.BertautBeauty.com](http://www.BertautBeauty.com).*

