



Mastering the art of party makeup:

Pro tips on finding the right evening look for every client.

THE HOLIDAY COLLECTIONS and cosmetic confections are on their way and it's time to prepare for the festive holiday party traffic. This can be a very challenging time of year for beauty experts because everyone's version of party makeup is different. So how do we direct clients to the right look? By 'reading' them.

I learned how to 'read' a client way back in 1989 from Californian makeup artist David Starr. He eloquently explained how the power of observation and conversation will lead you to the right makeup design. Really studying a woman from head to toe is very revealing. Everything from the colour and style of her hair to how much or how little makeup she's wearing, to the cut, colours and choices of clothes and accessories she's wearing, reveals a story. Reading a client's visage reveals her unique personality. From these observations compliments are paid and the beauty relationship unfolds. Next I learned that 'listening' is important. Making mental notes and lists is also very helpful.

For example, if a client says she's looking and feeling old, you should be thinking serums and luminizing makeup to make her skin and spirit glow again. If a woman tells you she's going to her husband's office Christmas party and she wants to look elegant and sophisticated, you might reference Joan from the television show *Mad Men*. If she responds that she likes Gwen Stefani's look better, you'll immediately know to apply liquid liner and red lips. It's all about observing, making suggestions and then listening.

The following timeless looks and tips can be demonstrated right over existing makeup. They have been my

faithful holiday fallbacks for *Cityline*, in my studio work and classes I teach. All the designs can incorporate any new colour, palette or trend. The key is making the process enticing and quick. If it looks like you're struggling or taking too long you will lose the client's attention and the sale. Being both efficient and speedy keeps it real and doable for the client and the bottom line. It's always best to keep it simple because many steps and layering are not for everyone.

Dino's top four holiday makeup looks:

1. Femme Fe-Line

Liquid eyeliner à la Marilyn Monroe is most stylish and sexy and very different from how Lady Gaga and Amy Winehouse wear it today. This swoop of black is often enough on its own, or paired with ruby red or cranberry lips. This one step can take a client from day to evening. And the new eyeliner formulas are much easier to work with.

2. Glitter Girl

A client, Gloria loved glitter but wore way too much of it and in all the wrong places. I gently explained that there is a difference between making up your face versus decorating a Christmas tree. Glitter looks good in small doses. Apply a tiny amount just above the top eyeliner or lightly sprinkled and tapped onto the temple and wrapped around the top of the cheekbone forming a moon shaped crescent.

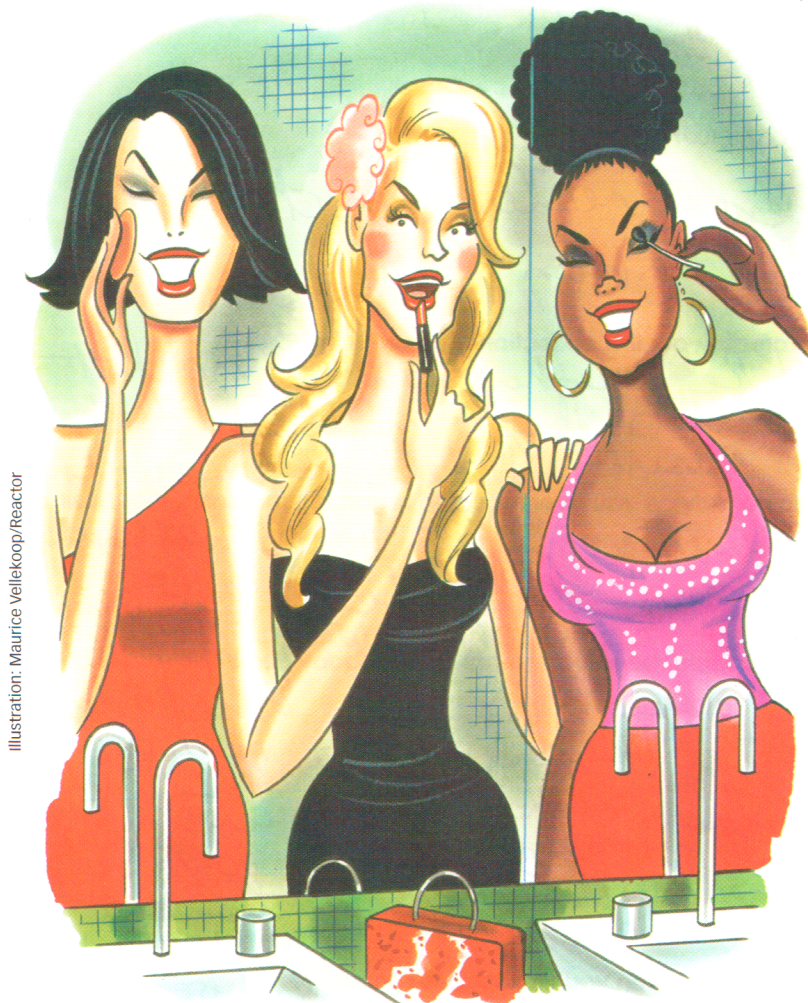


Illustration: Maurice Vellekoop/Reactor

3. Contour Power

Heather, another client, had a full round face and wanted to look more sculpted. I used bronzing powder at her temples, under her cheekbones, along her jaw and down the center of her throat forming a 'V'. This shaded out the fullest parts of her face while drawing attention to her pretty features. Next I applied a luminizing powder to the center of her forehead, down the top of her nose, center of chin and under eyes and along top of her cheekbones to emphasize the new more glamorous structure. Don't be afraid to work with powders to create a more sculpted look.

4. Faux Lashes

Demure or uber-glam, false eyelashes are perfect for party makeup. The trick is in selecting the most suitable pair. This often involves educating clients with small eyes that the "mumbo jumbo" ones she's pointing at will look more like awnings than pretty. I like strip lashes because they make more of a statement and come in an endless range of styles, colours and materials. The basic guideline I use is the larger the eye the bigger the lash. Smaller eyes suit more modest styles.

For a perfect custom fit many false eyelashes are too long width-wise and need to be trimmed for comfort, effect and the best fit for each eye. Carefully take the lash strip out of its package. Place the shortest side of one lash $\frac{1}{16}$ " away from the tear duct. Line up and lay the false lash deep into and following the lashes roots. Any excess that surpasses the natural end of that eye is cut off. Repeat for the opposite eye as both eyes are rarely the same size.

Disperse lash glue onto the back of your non-working hand. Pick up and transfer a thin, even white line of glue to the spine of each lash strip with the back end of a makeup brush. Allow the glue to dry a bit before repeating step 1. Finish with a light coat of mascara. Apply under own lashes to fuse and lift both pairs of lashes together and up. ©

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