

## LASH REPORT

## THE EYES HAVE IT

Liberate yourself from that same old lash look: The latest trick to freshen up your face is a strategic application of mascara

BY JULIA SEIDL

CHLOË GRACE MORETZ



FROM TOP: ESTÉE LAUDER LITTLE BLACK PRIMER, \$27, DRUGSTORES, SEPHORA COLLECTION DISPOSABLE MASCARA WANDS, \$9, SEPHORA.CA, RODIAL GLAMOLASH SKINNY MASCARA, \$29, MURALE.



## SKINNY DIP

Most of us feel naked without mascara, but runway pros often skip it. Marc Jacobs had models walk his Spring 2015 runway without a stitch of makeup, a year after launching his own beauty line; at Victoria Beckham, makeup artist Pat McGrath employed just a thin coat of brown mascara. "It looks youthful," says makeup artist Mai Quynh, who has sent Chloë Grace Moretz down the red carpet with skinny, barely dressed lashes. If you're a big-lash addict, here's how to do natural lashes with impact.

## GET THE LOOK

Logic may seem to dictate that clear mascara would do the trick: not so. "It doesn't give the lash line the proper definition," says Quynh. Instead, go for a brown formula with "everyday" or "natural" in its name. For a minimal application, skip the brush that comes with the tube and try a disposable wand. "They pick up less product," says Quynh. Separate lashes with an eyelash comb while the mascara is wet so each lash is tinted, but not caked in product.

RITA ORA



FROM LEFT: VELOUR LASHES IN DOLL ME UP, \$30, VELOURLASHES.COM. L'ORÉAL PARIS MISS MANGA BY VOLUMINOUS IN BLACK ANGEL, \$11, DRUGSTORES. BENEFIT ROLLER LASH, \$29, SEPHORA.CA.



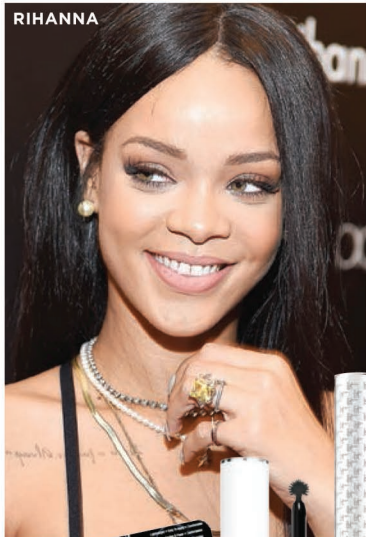
## DOLLED UP

Twiggy did it first; Rita Ora is bringing it back with a twist. Her 2014 Paper magazine cover was a nod to chunky 1960s-style lashes, a look she's since championed on the red carpet. It's also a runway favourite, seen at Rochas and Dsquared2 for Spring 2015. Bring the look to real life by aiming for eyelashes that are less like clumps, more like clusters.

## GET THE LOOK

"This look is about the lashes sitting up high," says Ora's makeup artist Kathy Jeung. She relies on Velour Lashes falsies for the pop princess's fringe, but natural lashes curled right at the base will also do the trick. Two or three coats of a mascara that lengthens and volumizes while enhancing curl is key. For a mod effect, use a pair of round-tipped tweezers to pinch together lashes into petal-like clusters at various intervals. To avoid looking costume-y, skip the spikes on the lower lashes.

RIHANNA



FROM LEFT: ARDELL DOUBLE INDIVIDUAL LASHES IN MEDIUM, \$8, WALMART. GIVENCHY PHENOMEN' EYES MASCARA \$35, SEPHORA.CA. IT COSMETICS TIGHTLINE FULL LASH LENGTH BLACK MASCARA PRIMER, \$24, THESHOPPINGCHANNEL.COM.



## OPTICAL ILLUSIONS

ICYMI: Mascara placement can optically change the shape of your eye. Rihanna and Jennifer Aniston tend to wear a heavier concentration of mascara or falsies at the outer corners of the upper lash line: "This lifts the eye to give a more tilted-up, cat-eyed shape," says Jeung. For a wider, more doe-eyed gaze, try using extra mascara and a few faux lashes in the centre of the lash line, as makeup artist Tom Pecheux did at Altuzarra.

## GET THE LOOK

Choose which area of the lash line you want to emphasize, and enlist a sphere-shaped brush or a narrow-diameter wand. "They're easier to manipulate," says Jeung. "Apply vertically, in a back and forth motion." For the most accurate placement of faux lashes (either individual clusters or a trimmed section of a strip), use the pointed end of an orange stick to apply glue to the lash band and the slanted end to adjust the lashes' location before the glue dries.

## PRESS PLAY

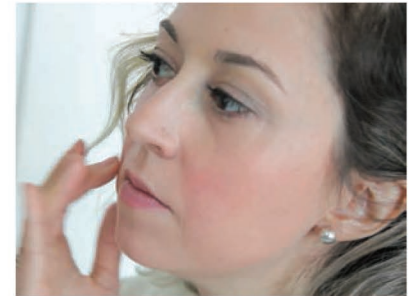
## FRESH BLUSH BASICS

Senior Editor Alex Laws gets a lit-from-within flush



## VIBRANT CREAM

Use a flat-top brush to buff coral blush onto the apples of clean cheeks.



## BASE LAYER

Apply tinted moisturizer or mineral foundation overtop, on the whole face.



## DIFFUSED GLOW

Blend well with your fingertips to achieve a natural-but-brighter glow.



STILA SHAPE & SHADE CUSTOM CONTOUR BRUSH, \$59, SHOPPERS DRUG MART. JOE FRESH MOUSSE BLUSH IN MELON, \$6, REAL CANADIAN SUPERSTORE. FUSION BEAUTY COLORCEUTICALS SCULPTDIVA BLUSH, \$31, MURALE. REVLOL CREAM BLUSH IN CORAL REEF, \$13, REXALL.