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FASHION



DUNE'S

REBECCA FERGUSON

FROM DAREDEVIL SPY TO SCI-FI MOM

WHY LIZZO
IS **OVER**
TALKING
ABOUT HER
BODY

GUCCI HACKS
BALENCIAGA
(and vice versa)



INSTAGRAM'S
MOST-HATED
BEAUTY
ACCOUNT

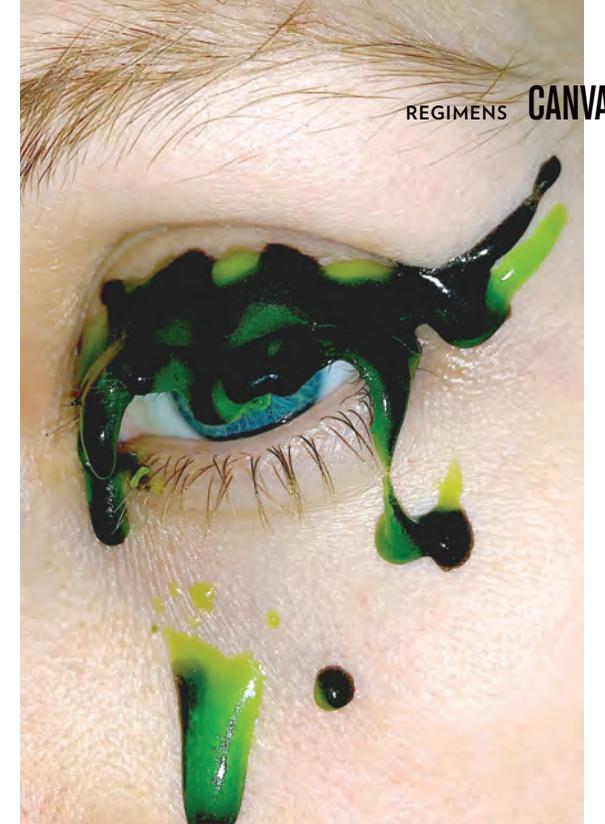
Shock Factor



Makeup artist Eszter Magyar uses her Instagram account @makeupbrutalism to share striking looks that are both hard to look at and hard to look away from.

By SOUZAN MICHAEL GALWAY

PHOTOGRAPHY: MAIN AND INSET COURTESY OF ESZTER MAGYAR



“Once I realized that makeup is just colours and shapes on skin, it was so freeing,” says Eszter Magyar, the London-based makeup artist behind @makeupbrutalism, which is often referred to as the “most hated beauty account” on Instagram. After studying makeup artistry in Budapest, Magyar moved to Berlin and worked as a freelance artist, creating standard glam looks like smoky eyeshadow and winged eyeliner. It wasn’t long before she got bored doing the same old “empty aesthetics” and grew especially tired of photographers telling her to make on-set models beautiful. “I never really understood why; they were obviously already beautiful,” she says. “I felt that there had to be more to makeup artistry.”

And with that, a creative seed was planted. “I went home one day and haphazardly threw on layers of makeup, took a photo and thought to myself, ‘Sure, this is considered makeup, but if I wipe some away, would it still be considered makeup?’ I kept wiping and wiping until there was almost nothing left on my face,” she says. “Was that still a makeup look? I found it really hard to define what makeup was, which was an important moment for me.”

That desire to question the way things are, and to rebel against them, is the foundation of Makeup Brutalism, says Magyar. “When people ask me for a winged-eyeliner tutorial, I’m like, ‘But why?’ Why we do certain things is much more interesting than how we do them.” Indeed, the artist’s bio on her personal Instagram account reads “It is so interesting what we find interesting.”

As you may have guessed by the name of her page, one of the places Magyar draws inspiration from is brutalist architecture. It’s a style she admires because it “doesn’t hide its function,” she says. “Because of that, people judge it and think it’s ugly, but I think it’s raw and honest. It doesn’t need to look better than it is. I feel the same way.”

Magyar’s disinterest in making things look conventionally attractive has placed her in a category separate from what is known as “Instagram beauty”—perfect eyeliner, heavy contouring and full-coverage foundation—and led some followers to see Makeup Brutalism as a rejection of that aesthetic. “I did a photo series called *Overuse*, where I applied so much foundation that it was dripping onto my teeth. People commented, saying that it was ugly and made no sense. I said: ‘Exactly! That much

makeup doesn’t make sense.’ But that’s what these beauty influencers do.”

What else gets certain Instagram users riled up? For starters, there are the photos of lashes clumped together, slime-covered eyeballs, cracked lipstick and paint-splattered teeth. “I put a lot of things around my eyes and sometimes even inside them,” explains Magyar. “Someone once wrote a comment under my photo that said ‘Do bleach next,’ which is essentially saying ‘I hope you go blind.’” She used the cruel comment as the inspiration for her next shot—a close-up of her eye with the two phrases scrawled onto her eyelid. “People loved it,” she says. “I thought it was magical that I could turn negativity into something positive and actually gain from it. Sure, you can hate me, but you’ll just boost my algorithm. So you really can’t win.”

That said, while Magyar loves Instagram and admits she’s slightly addicted to the platform, she’s well aware that “online is not the same as offline,” which is why she’s hesitant to call herself a true artist until her work is shown in an exhibition. “It scares the shit out of me that one day I could wake up to a hacked or deleted account, but it’s also a reminder that my personality and identity can’t rely on something so fragile.” ■

Top Shelf

Here are some of the products Eszter Magyar uses to create her memorable makeup looks.



“Because of its small applicator, this Byredo mascara is a precise tool for eyelashes. It works extremely well for lower lashes. Plus, it smells amazing.” **Byredo** Mascara in “Space Black,” \$63



“When I’m going for a glossy look, whether it’s for Makeup Brutalism or for my own everyday makeup, I always use this clear gel from Gucci.” **Gucci** Éclat de Beauté Effet Lumière gel face gloss, \$43



“Because I work with my face, skincare is really important to me. The only product that works on my sensitive skin is this Elizabeth Arden oil.” **Elizabeth Arden** Eight Hour Cream All-Over Miracle Oil, \$36



“You can use a small amount of this as a regular brow gel to reshape your eyebrows. But if you add multiple coats and a little foundation, you can hide your eyebrows for more creative makeup concepts.” **ColourPop** Clear Brow Styling Wax, \$9



“When I need bright colours, I always use Make Up For Ever products. Their legendary cream palette blends easily and is so much fun to work with.” **Make Up For Ever** Flash Color Case—Multi-Use Palette, \$115