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FASHION

BILLY PORTER

"WHO AM I
HURTING BY
EXPRESSING
MYSELF IN THIS
FABULOUS WAY?
NOBODY."

THE
BRANDS
that DID
BODY
DIVERSITY
RIGHT
for SPRING

AT-HOME HAIR
and BODY CARE



BEST PRESS-
ON NAILS



Sheer Joy

Cream and liquid makeup products are certainly du jour, but how do you wear them without looking barefaced?

By SOUZAN MICHAEL GALWAY

Recently, I was startled—and have since become haunted—by a photo of myself taken at a formal event, where I appear not to be wearing a stitch of makeup. This would be fine (chic, even) except for the fact that I was indeed wearing makeup. Yet I had to squint and strain my eyes to find just a trace of lipstick or blush—any evidence of colour. I admit I was tempted to Google “Can makeup evaporate?”

Like for many people, my makeup bag has undergone an overhaul over the past few years. Matte lipsticks have been replaced with tinted lip balms and glosses. Full-coverage foundation has been swapped out in favour of tinted moisturizer. While the end result is luminous, it can also be fleeting. To get to the bottom of the case of my disappearing makeup, I reached out to Katie Jane Hughes, a celebrity and editorial makeup artist with one million combined Instagram and TikTok followers who regularly turn to her how-tos on elevated and glowing makeup looks.

“What skincare products are you using?” Hughes asks me over a video call. Wait, what? I thought we were talking about makeup. “It all starts with skincare,” she says. “If one step of your routine isn’t working, tweak the step before that one. You might be overdoing it with shine-inducing products, like rich creams, in areas that will naturally develop shine throughout the day anyway. The areas that get really shiny, like your T-zone, should be getting the least amount of face cream.”

Priscilla Ono, global makeup artist for Fenty Beauty and Rihanna’s personal makeup artist, agrees, cautioning that any shine-inducing products should be used sparingly. “Everyone wants glowy skin, but you’re not supposed to glow everywhere,” she laughs. “Apply glowy products just to the high points of your face—like your cheekbones, the bridge of your nose and your chin.” Ono suggests using a natural-finish complexion product and then adding glow (via highlighter or liquid blush) in the places where you want some shine.

Cream blush can be particularly tricky to make last, so Hughes suggests layering sheer liquid formulas with powders. “But,” she warns, “if you’ve got a cream blush that’s really sticky, you can’t go right over it with a powder blush and expect the result to be smooth. Instead, apply a translucent powder first to get rid of any stickiness and ensure that it won’t budge. Then apply a powder blush on top.”

If you’re exclusively using liquids and creams, there’s more opportunity for things to slide and move around. (A common culprit is the undereye area, says Ono. “A glowy concealer is going to migrate to your nose area and you’ll end up looking greasy.”) Both makeup artists agree that when you’re using mostly liquid or cream products, it’s a good idea to add some powder to the equation—whether it’s translucent setting powder, powder bronzer or blush—to keep things in place. Besides, without the use of powders, “you’re not going to get something that is really important to makeup: contrast,” says Hughes. “For interest and dimension, you need contrast in textures.” ■



Saie Dew Blush in “Cutie,” \$35



Summer Fridays Lip Butter Balm in “Birthday Cake,” \$33



Revlon Illuminance Serum Tint, \$24



Fenty Beauty We’re Even Hydrating Longwear Waterproof Concealer, \$41

KJH.Brand Hyper Shine High Lite Kit in “Lite Bronze,” \$98



PRODUCT DEVELOPMENT

Layer these sheer, creamy products with your go-to powders to achieve a look that’s fresh and subtle but still polished.



e.l.f. Camo Liquid Blush in “Dusty Rosé,” \$9

Estée Lauder Futurist SkinTint Serum, \$73

