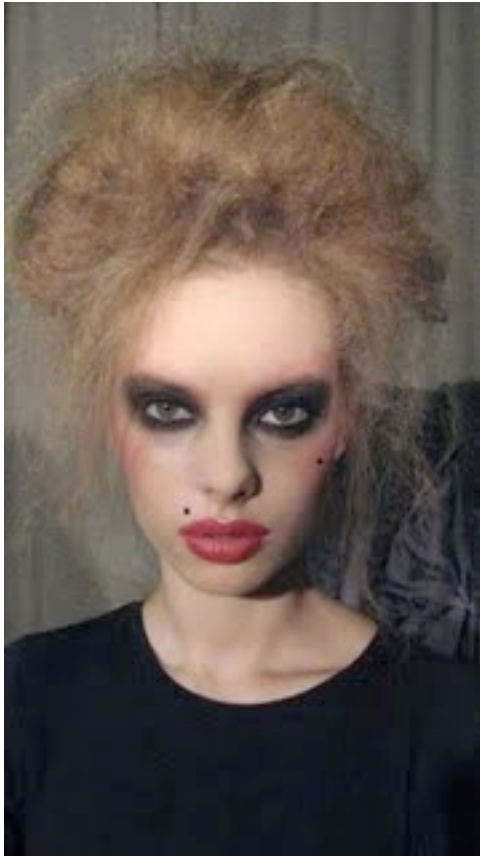


FRIDAY, 6 MARCH 2009

Inside scoop: Benefit's make up trends for AW09



Benefit Cosmetics was one of the proud sponsors for Vauxhall Fashion Scout again this season – After the success of S/S 09 last year, I just couldn't wait to see the key trends and make-up looks that will be hitting our streets this A/W!

As public relations officer, most of my time this season was spent backstage checking out the A/W make-up trends and setting up interviews with press. Heading up the make-up team was the lovely Rachel Wood from Benefit, who talked through all the key looks and trends for next season. Working across some fab shows including Alexandra Groover, Harriet's Muse, Hemyca and Ones to Watch, there were definite make up trends evolving...

The two key looks for A/W are a) polished and natural and b) extremely dramatic. For the natural look, Rachel explained it's all about getting the right

base this season and keeping the eyes and lips as neutral as possible. Rachel used Non Fiction foundation (1) even on darker tones to create the look of a silent film star. Rachel buffed the foundation into the skin using the Benefit mini Buffer Brush (the one that comes with Bluff Dust) and really worked it into the model's complexions. To finish the look, Rachel applied a touch of Benefit Erase Paste (1) under the eyes and onto the cheekbones in a V shape and finished with a touch of Benefit Powderflage around the eyes, nose and chin for a hint of natural brightness. Sometimes Moon Beam or High Beam were blended into the foundation to give it an illuminating effect.

For the dramatic/vampish look Rachel created a dark brooding eye - oversized and smokey - using Babe Cake liner and Town Car Cream Eye Shadow, blending the edges until it disappeared into the skin. She then brushed a touch of Snow Bunny or Nugget Lust Dusters on top of the shadow to give it a touch of shimmer texture. Strong lips were also a big hit this season- Flirt Alert and Frenched lipsticks in flaming red were popular with various designers as was Sangria lip pencil which is this season's hot pick colour of dark plum.

The make-up this fashion week was outstanding, and I'll definitely be attempting some of these looks for my next night out!

Persephone Walton – Clark

Modus Dowal Walker PR



POSTED BY FASHION SCOUT AT [12:19](#) [0 COMMENTS](#)
LABELS: [BACKSTAGE](#), [SPONSORS](#)