

From high fashion to high function

Our favourite make-up artist, Rachel Wood, has been picking up on the latest make-up trends while working at London Fashion Week, but how do these translate to everyday looks that you can wear?

If you're a little curious about which trends in beauty and make-up are going to be big, keep reading! I've been working hard backstage and keeping my eye on the catwalks to give you the insider's scoop on what's going to be hot in the months ahead.

High fashion, high colour: Careful shading gives your lips depth and deep appeal



KEITH CLOUSTON

Femme fatale lips

Strong seductress-styled lips were seen on various Fashion Week shows from New York to London last September – think deep cherry-bomb colour with a hint of Jessica Rabbit thrown in. This saucy look is easy to achieve with just three tools. First up, get yourself a good lip brush – Shu Uemura 6m has a great shape. Second, you'll need a very dark chocolate or deep plum lip liner. Illamasqua cosmetics has some amazing pencil colours, while MAC's chestnut liner is also the perfect shade of dark brown for this look. The third and most important product is a cherry red lipstick. Giorgio Armani's 401 and Benefit's Flirt Alert both fit the bill.

Using the lip pencil, draw a v-like shape on the outer corner of the lips. Next, apply the lipstick with the lip brush on to the lips. Start by applying the lipstick on the middle of the lips so the colour stays true. As you work the product to the corners of the mouth, blend in the dark lip liner but keep this dark colour to just the outer edges. This creates depth and shading and gives the lips a saucy pout, while toning down the brightness of the red.

This lip look can be paired with a touch of bronzer on the cheekbone – try Revlon's Bronzer in Sunkissed Bronze or Guerlain's Terracotta Bronzing Powder – and lots of mascara on the lashes. If you want to give this look a real temptress twist, add a few single false lashes or go for a full strip that extends at the edges, like Mister Mascara's Spiky Lash Kit, for maximum impact. And to be a true vamp, you can't forget your fingertips. Paint your nails blood red with Leighton Denny colour in Provocative.



Luscious lips – yours in a flash of pencil and a stroke of colour



1930s silent film star

Stars of the silent silver screen, such as Clara Bow and Louise Brooks, will have a strong influence on how we make our eyes up in the upcoming months. At the last Birmingham Clothes Show, models on the main stage fashion theatre were given a 1930s look, with a combination of heavy black kohl eyeliner pencil and jade-green eye shadow. Skinny Jeans by Benefit is great if you prefer a cream, or if you like to use powder shadow, check out Clinique's Fresh Picked Pear from the new Juiced Up collection.

To recreate this look at home, apply the jade shadow on to the lid with a medium-sized shadow brush, like MAC's #239. Work the product up into the crease and extend onto the outer edges of the eye, creating an oval shape. Add lots of black kohl pencil eyeliner inside the water line and under the lash line of the eye, then extend a smidgen further out. Blend the eye pencil gently with your finger to give it a smudge. Curl the lashes and add at least three coats of thick black mascara to the top and bottom. Dior Show Lash in waterproof black gives lashes an extra-thick edge. This mascara dries quickly so you can easily add coat after coat without clumping.

A classic look: Match these green eye shadows with kohl and lashings of mascara for a gorgeous, timeless style



SNAP/PREX FEATURES

Metallic mania

2010 will be all about the shine! Rock out with heavy metal-textured products. Copper, gold and bronze makeup will be huge. At 'it' designer William Tempest's spring/summer 2010 London Fashion Week show, models were made up with copper shimmer eyes, cheeks and lips. This gave the models the look of a late-1970s Bond girl. At Alice Palmer's show in London, models sported patina and gold pigmented eyes and wore gun-metal shimmer lipstick.

This look is super-simple to fabricate on yourself. All you need is a product with high metallic shine. Bare Minerals has a fabulous collection of loose, shimmer eye shadows to choose from. Also try to look out for bronzer or blusher (Bourjois do some lovely shades from rose gold to copper-type colours) that have a touch of sparkle rather than a matt finish. Dust over the cheeks and you have instantly on-trend cheekbones!



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