



Temptations, dreams, secrets and kisses converge to create a dreamy duality this spring 2011.

Fashion week's vibrant pastels, ethereal shimmers, carefree locks and eclectic, vintage touches shared the stage with another overriding aesthetic: nude colors and natural-looking textures.

Understated femininity and playfulness is evident in bright notes of pretty, happy color here and there—on eyes, lips, lowlights and fingertips. But this season, they're prepped to stand out against a natural canvas.

"Bright colors, such as orange, pink, green, blue and purple, have appeared all over the runways and magazines this season," says Barbara Brekke, marketing communications manager at Youngblood Mineral Cosmetics (www.ybskin.com). "But a second, more practical trend that has surfaced is pale colors and near-nude faces and nails."

Industry experts say that the key to mastering spring style lies in striking a balance between the bold and the understated—in effect, using the former to accentuate and drive the latter. "Spectacularly pouty lips round out this season's natural face," confirms Cheryl Marcus, director of product development at Grafton Cosmetics (www.graftoncosmetics.com).

The consensus is that using less to effect greater impact results in sublime, delicate touches that stand out. "Soft colors and a new minimalism have returned to fashion, and nails follow suit with a palette of light and mystical colors," says Roxanne Valinoti,

Springtime Dream

education training manager for CND (www.cnd.com). And according to Mary Swaab, founder of Colorlab Cosmetics (www.colorlabcosmetics.com), the "garden party look—flowers, roses, pinks, melons and yellows," is very hot this season.

With natural beauty as the canvas, the occasional vibrant brush stroke, as well as dabs of retro whimsy, truly popped on the catwalk. "The leading trend for spring is liquid perfection: nude skin with a sensual, wet, luminous finish," says Jane Iredale, founder and president of Iredale Mineral Cosmetics (www.janeiredale.com). "It sets the tone for the return of statement lips and eyes in vibrant, youthful shades of coral and pink."

Essie Weingarten urges professionals to think "spring fling" when beautifying clients. "After all the intense color that we saw in fall and winter, the return to the pastel palette is a happy change," adds the founder of Essie Cosmetics (www.essie.com).

Accompanying the carefree, fanciful beauty spied on runways is spunky, statement-making hair. Many models from Spring 2011 Fashion Week sported cropped, blond locks. "The most requested cuts this year will be those of Nicole Richie and Alexa Chung," predicts George Papanikolas, a celebrity stylist with Joico (www.joico.com).

We won't see stylists shying away from hair extensions any time soon and, as crowds noted on the catwalks, playful color (think blond, red and violet) and eclectic hair accessories are decidedly in. Also hot for spring? Classic, frills-free up-dos such as chignons and messy buns.

Read on to find out how to strike a balance between *au naturel* and *haute couture*—and help your clients' faces, nails and hair *spring* to life.



✦ For a behind-the-scenes glimpse of this story's artistic creation, follow the code!

Eye-popping
pastels
punctuate
this season's
soft, natural
looks.

By Carrie Borzillo, Ilona
French, Katie O'Reilly and
Katharine Relth

ing

Previous page,
from top to bottom:
Original styles from
Oscar De La Renta, Isaac
Mizrahi, Marc Jacobs.
This page: SportMax,
Jil Sander, Christopher
Kane, Christian Dior.

ANDREA ANGELESCU





Brushes by Karen
Luscious Pressed
Mineral Makeup

bodyography
Golden Beige
Loose Complexion
Powder

**Advanced
Mineral Makeup**
Crème Brûlée
Foundation

**Colorlab
Cosmetics**
Island Bronzer



About Face



Colorlab Cosmetics
Shimmering Sunset Blush

Aveda
Rose Blossom
Blush

Mineral Mine
Sorbet Crushed
Blush

bodyography
Oxyplex Sienna Sheer
Cheek Color

**Youngblood
Mineral Cosmetics**
Splendor Radiance
Blush

Mineralogie
Nectar Blush

DermaQuest
Celestial Pressed
Face Treatment
Minerals

Fair-skinned clients will rejoice to learn that this season's makeup palette revolves around pale, luminescent and natural-looking skin. Bid farewell to Kim Kardashian's heavily made-up features and say hello to Taylor Swift's light, ethereal look. "Faces will be flawless, with a creamy, luminous finish," Iredale says. "They'll err on the fair side, evidencing only light touches of bronzer."

Other mavens of style echo this sentiment. "We're seeing very soft, glowing, dewy looks," adds Kimberley Frey, creative director of Brush Up with Barbara/Mineral Mine (www.brushup.com).

The key to this effect lies in achieving a well-covered look, with minimal base makeup. "All clients need a primer to create natural, flawless-looking skin," says Colleen Shimamoto, educational adviser of DermaQuest Skin Therapy (www.dermaquestinc.com). Concealer plays an important role, adds Annie Mayo, owner of Advanced Mineral Makeup (www.advancedmineralmakeup.com). "It creates different planes on the face from which light reflects, lending a more youthful appearance," she says.

Next up is foundation, and mineral makeup remains in the lead this spring. "It's not only good for skin, but it also contains ingredients that give clients a luminescent sheen, so they don't appear matte," says Janell Geason, global makeup educator for Aveda (www.aveda.com).

For makeup application, Frey recommends a synthetic brush this spring. "It applies less color, which is perfect for effecting a lighter touch," she says. "But a hair brush—or kabuki—is best for mineral makeup."

STILL LIFE: ARMANDO SANCHEZ; PHOTO: ANDREEA ANGELESCU



Once faces have become clear, neutral palettes, experts say to continue the light-touch approach with blush application. The dominant cheek hues are light or baby pinks and soft peaches. “Perfect the skin first, and then apply a pop of light color to the cheek’s apple,” Mayo advises. Frey says that using a combination of two shades, creating, say, “a light, peachy pink,” works well with most skin tones. “Sheer tones in peach and rosy pink are also hot,” Shimamoto adds.

Eye on Spring

Once you’ve established a light, natural facial canvas, turn to clients’ eyes, which present the season’s prime opportunities to take liberties with color. “Both Fendi and Gucci exhibited a very nude face in their spring 2011 shows, with pops of color in the eyes or lips, departing from the full-color face of the ’80s,” Geason says.

For more daring clients, Iredale suggests, “Play with fluorescent shades on the top part of the lid—especially celadon and fuchsia.” To complement the liquid perfection that defines spring faces, lids will require a “wet and oily” look, accomplished through the aid of lid primers and eye creams that leave a subtle shimmer. “The inside corner of the eyes will be highlighted in order to add intrigue to an otherwise nude face,” Iredale concludes.

Shadow shades of note include bright yellow, bronze, blue and red. “Orange is a big color for eyes and lips this season,” Swaab says, but adds that many intense shades

aren’t wearable for most clients. “Diluted versions of on trend bolder hues should be adapted,” she advises.

For those guests leery of sweeping bold color over the entire lid, experts say colored eyeliner is a good alternative. “At Dior, we saw bright colors in graphic shapes, but you can make that more wearable with an adventurous liner instead, like an aqua or purple,” Geason says. She also suggests a multi-dimensional eyeliner technique, in which two or three different colors are applied. Mineral Mine’s Frey names mint-green as the fun, casual color lining spring eyes, while Colorlab’s Swaab suggests teal, as it’s “wearable by most.” Iredale notes that citrine, a golden yellow, will also be a trending color.

Topping a bold, springtime eye is a blast of lashes. “We’ll continue to see a nonstop appetite for tons of eyelashes,” Geason says. “If clients don’t want to use falsies or extensions, a few coats of black mascara will do.” One trend our sources say is history? Colored mascara.

In contrast, neutral, natural eyebrows round out spring’s look. “Gone are the bold, thick brows of last fall,” Mayo says. Youngblood’s Brekke agrees. “Brows are natural and more refined, to avoid competing with popping eyes and lips,” she explains.

For the truly fashion forward, extremely minimal brows—“to the point of near invisibility, as seen in Bottega Veneta’s spring shows,” says Iredale—are a hot trend. Aveda’s spring 2011 models sport the barely-there brow, but Geason suggests that the look is better suited to daring fashionistas than your everyday client.

Springtime Dreaming: Makeup

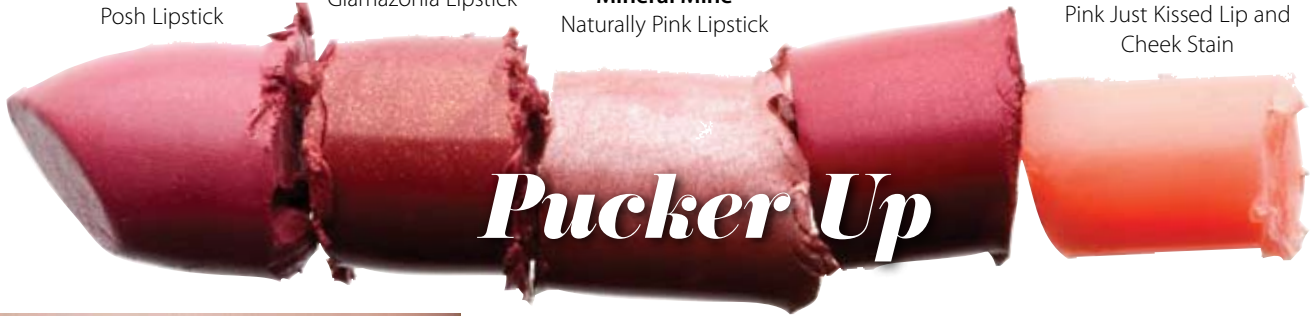
Mineralogie
Posh Lipstick

Colorlab Cosmetics
Glamazonia Lipstick

Mineral Mine
Naturally Pink Lipstick

Grafton Cosmetics
Desert Jewel
Mineral Lip X-Treme

**Iredale Mineral
Cosmetics** Forever
Pink Just Kissed Lip and
Cheek Stain



Pucker Up



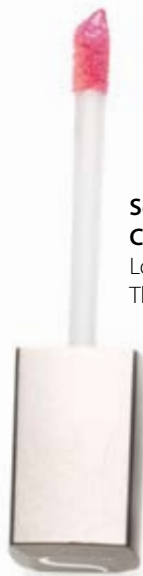
Statement lips
with Jane Iredale

If the lips defining spring 2011 could claim any astrological sign, it would no doubt fall on Gemini, because twin trends dominate this season, and they couldn't be more disparate. "Lips will present a fashionable game of either/or," Iredale says. "They'll be matte and nude, à la Calvin Klein's spring 2011 collection, or coated in bright, provocative corals, oranges and fuchsias, as seen on Marni's runways."

For the bright and bold twin, cherry and watermelon lip shades replace traditional reds. Peach is ousted to make room for tangerine and cantaloupe. And hot pink is more in vogue than last season's plums. "It's the return of 'statement lips,'" Iredale says. Accordingly, Colorlab's Swaab points to bright orange and neon pink as the hottest pucker colors of the season. Brekke agrees, adding, "We're seeing happy-looking shades of lipstick." Geason cites Katy Perry's cherry-colored kisser as a shining example of the trend.

Meanwhile, the nude lip, which can range from tan to flesh-toned to barely-there beige, is a hot statement on runways, and in fashion editorials as well. "Polished, creamy nude shades are in keeping with the barely-there trend," Brekke affirms. "You can't go wrong with a shiny, natural lip," Frey adds.

To achieve a polished pout, experts note this tip: "Start with an all-over application using a nude lip pencil, then apply a light, creamy lipstick, and seal it with a gloss that has a hint of color," Frey says. "These three layers give it dimension, for a finished effect."



**Sormé
Cosmetics**
Lollipop Lip
Thick Gloss



**Youngblood
Mineral
Cosmetics**
Champagne
Ice Lipgloss



Aveda
Morning Rose
Rehydrating
Lip Glaze



**Colorlab
Cosmetics**
Hello Sexy
Lipgloss



Nails

Highly Polished

This spring, clients will shed heavy winter coats to usher in a retro rainbow of pastels. They'll also invoke a dreamlike mood through the creamy, neutral tones of salmon, peach, pink and rose lacquers.

"Nails are the exclamation point in head-to-toe beauty," CND's Valinoti says. "And as such, beautiful, mystical colors will drive home the new minimalism defining fashion."

Sophisticated clients will embrace the muddy taupe and dusty rose shades in the Jason Wu collection, CND's first-ever fashion designer collaboration polish line. And for guests who love the convenience and durability of gels, CND's Shellac 2.0 collection will provide 12 springtime shades. Valinoti pronounces the new opalescent, peachy Iced Coral gel as an especially hot hue. "The season marks a decided shift toward warmer, opaque nudes for full nail coverage." To round out its offerings, CND touts its Perfectly Bare Colour. Paired with the new Perfectly Bare Shimmer Effect, it helps clients achieve the 1970s-retro look.

Runway fashion dictates seasonal nail hues, and the clothing textures and patterns of spring 2011 have sparked some brand-new trends. "We're going to see a lot of vintage looks, such as moons painted in a bright color, with the rest of the nail nude-toned," says Arica Carpenter, PR and marketing director for Star Nail International (www.starnail.com). "Having fun with words or symbols using nail art pens is also hot for spring, as it's a way to maintain original style."

According to Carpenter, soak-off gel polishes will continue to gain momentum this season, as they're odorless, gentle on natural nails and long lasting. Star Nail's spring Jetsetter collection is set to "make a statement with oranges, yellows, teals, pinks and grays."

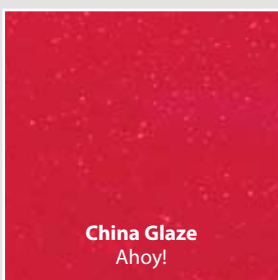
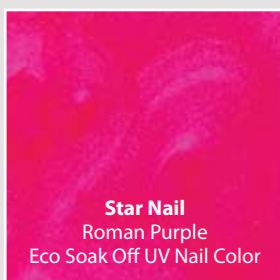
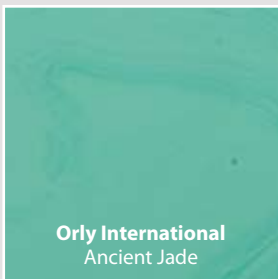
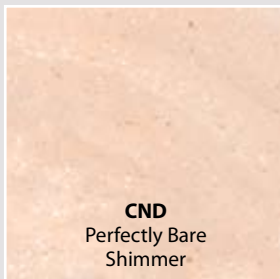
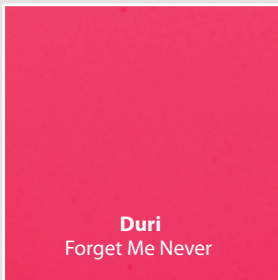
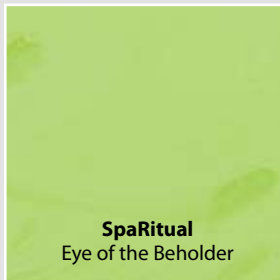
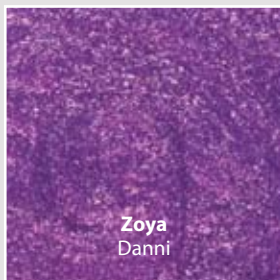
Sweet, sorbet colors also cause a stir this season. Take the pinkish-coral Guy Meets Gal-Veston, an installment of OPI Products' new Texas Collection. "I call them sorbet popsicle shades," says Suzi Weiss-Fischmann, executive VP and artistic director for OPI Products (www.opi.com). "This spring it's about light and bright, delicious hues." Aquatic-influenced color continues to be trendy in this set, and big, chunky holiday glitters are replaced with muted glitz and shimmers.

French Affair, the new collection from Essie Cosmetics offers another new spin on neutral,



Nailing spring style: Give a hand for these original looks from CND (top and bottom), Star Nail (second from top) and Color Club (second from bottom).

Springtime Dreaming: Nails



featuring opaque coverage through clean and bright, romantic pastel colors. The six new shades reflect classically feminine, carefree tastes. “These flowy chiffons and soft pastel hues echo and complement the gorgeous, buttery suedes and leathers we saw on the runways,” Essie Weingarten says.

Designed to recreate the fanciful looks exhibited by Peter Som, Suno and Thuy during New York Fashion Week, Zoya’s new Intimate Collection features six romantic colors. Included are a lavender-pink lacquer with a whisper of metallic; a delicate, gray cream and a soft, glimmering metallic-gold. “Veiled but strong, full-coverage color takes center stage this season,” says Erin Giddings, head of media relations for Zoya (www.zoya.com). “Gray lovers continue to crave muted, murky shades, but in lighter tones this season, and the metallic sparkle trend carries on, but softens up a bit, with subtle shimmers.”

Veering from short, masculine squares, this season’s nails are shapely and soft. “Spring is the time for shedding old winter coverage,” Valinoti says, “and ushering in rounded corners that end just beyond the fingertips.”



Hair

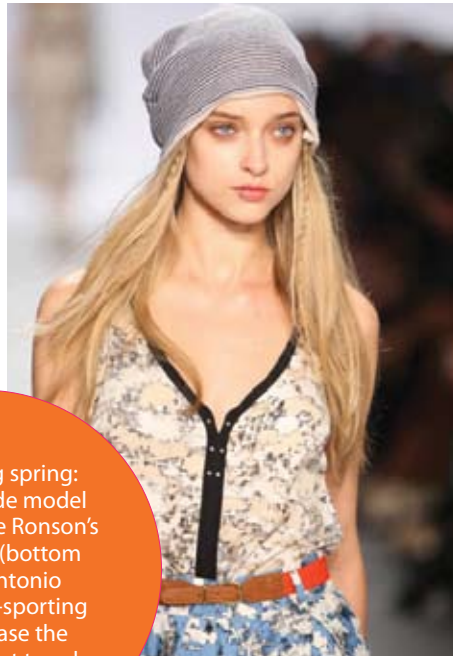
Tresses Primavera

The keywords for hair this season are “short”, “strong”, “bright” and “vivid.” Spring’s inspirations for fresh cuts and offbeat accessories stem directly from the red carpet, according to experts. “Everyone in Hollywood is asking for shorter, blonder locks à la Jennie Garth, Emma Watson, Jessica Stroup and Ashley Simpson,” says Joico’s Papanikolas. “Several models at Spring Fashion Week followed suit with choppy, full-bodied hair.” He suggests using a curling iron to style this cut, noting, “Loose waves give it movement and strength.”

Another standout look featured on runways wasn’t a cut, but rather a style. “The braid is back,” says Renee Borowy, president of VIP Salon and Spa (www.vipsalonandspa.com) in Riverview, Michigan. “We’re seeing braids for all up-do occasions, including weddings, proms and homecomings.”

Jack Panico shares this sentiment. “The braid is a classic look that has been revamped for the present,” says the president and CEO of Panico Salon and Spa (www.panico.com), which has several locations throughout New Jersey and Florida. Apparently, they’re not just for prom night, either: “Small braids along the hairline remain popular,” Panico says. “We’re also seeing a variety of ultrachic feminine styles incorporating everything from the overdone ‘S’ shape to soft, loose and laid-back side braids.”

Another ubiquitous look this season is one of the simplest. “The classic chignon will be big in spring 2011,” Borowy says. “It’s timeless, soft, and can be dressed up or down.” Panico believes that the bun’s popularity is largely due to its ease of creation. “The chignon is both classic and fresh, not to mention effortless,” he says, adding, “We’ll especially see a lot of neat, low-knotted buns where the hair is gelled back, sans part. It’s a casual, elegant look for spring that can be created on the go.” Springtime is rife with opportunities to add some interesting new haircolor elements. “Red, yellow



“Hair”-alding spring: Aveda’s blonde model (top), Charlotte Ronson’s braided one (bottom left) and Antonio Berardi’s bun-sporting lady showcase the season’s hottest trends.



On-Season Shades

and violet tones will be incorporated into current hair shades,” Panico says. “And this season, vibrant extensions are in demand, as they add a stronger pop, and make a serious statement.”

Borowy says bold shades rule this season. “We’ll see a resurgence of platinum blondes and taffy brunettes,” she explains. “Red is still going strong, but it’s reached a more fanciful, vibrant hue,

and jet-black made a striking comeback appearance on fair-skinned runway models.”

With all the bright textiles that graced the runways during Fashion Week, opportunities for enhancing clients’ locks are limitless. “Of course,” Papanikolas says, “as with

any bold fashion trend, you need to have the attitude to carry it.”

For less daring clients, he suggests pairing short new cuts with somewhat subtle colors. “Any blond makes a look seem current,” Papanikolas says. “The same goes for glossy, dark-chocolate brunette makeovers.”

Eye-catching hair accessories are all the rage for spring. “Rolled silk scarves and bandanas worn over messy up-dos or short locks are going to be big,” Panico says. “They add a degree of carefree elegance and a bohemian element to any style—perfect for spring.”

Bring these trends to life, and your clients’ cropped, brightly dyed tresses and vibrant accessories are certain to turn heads this spring. ●

Carrie Borzillo is a freelance journalist and author based in Los Angeles. **Ilona French** is a writer, editor and the owner of Archmedia Productions. **Katie O’Reilly** is *DAYS SPA*’s associate editor. **Katharine Relth** is a Brooklyn, New York-based writer.