

fashion of beauty[®]

Fall 2011/Winter 2012

Maybelline New York was the official makeup sponsor of the Mercedes-Benz Fall Fashion Week 2011 in New York City. *Beauty Fashion* went backstage to report on the beauty looks by Maybelline New York that dazzled on Designers' fall fashion runways.

BCBGMaxAzria

The Look by Charlotte Willer
Maybelline New York Global
Makeup Artist



BCBG's Max Azria with Maybelline New York's Charlotte Willer



Ms. Willer applies Eye Studio Color Plush Silk Eyeshadow.

"It's 20's meets 70's at BCBGMaxAzria this season," said Ms. Willer, who led the team backstage. "Glamorous eyes take center stage against an otherwise natural beauty look."

TO GET THE LOOK: Maybelline New York's Fit Me! Foundation and Fit Me! Pressed Powder, Define-A-Brow Eyebrow Pencil, Eye Studio Color Plush Silk Eyeshadow in Give Me Gold and in (limited-edition for Fall 2011) Call Time, Baked Blush in (limited-edition for Fall 2011) Pressworthy Pink and Color Sensational Pearls Lipcolor in So Pearly.



Makeup sketch for the beauty look at the BCBGMaxAzria show

Cynthia Rowley

The Look by Charlotte Willer



Cynthia Rowley with Ms. Willer



Ms. Willer applies Maybelline New York's Color Sensational Lipcolor in limited-edition Beige Bombshell

"The inspiration for the beauty look at Cynthia Rowley was a sexy, trendy girl going out for the night," Ms. Willer noted. "We created a dramatic, smoky eye. Eyeliner was our secret weapon!" This sultry beauty look was the perfect complement to the dark, decadent pieces in **Cynthia Rowley's** Fall 2011 collection.

TO GET THE LOOK: Fit Me! Foundation, Line Express Eyeliner in Brownish Black, Expert Wear Eyeshadow Quad in Chai Latte, Volum' Express The Falsies Mascara and Color Sensational Lipcolor in (limited-edition for Fall 2011) Beige Bombshell.



Makeup sketch for the beauty look at the Cynthia Rowley show

Vivienne Tam

The look by Andy Koh

Maybelline New York Makeup Artist



Mr. Koh applies Maybelline New York's Fit Me! Foundation.

Vivienne Tam with Maybelline New York's Andy Koh "The look at Vivienne Tam is inspired by Chinese opera with a touch of elegant femininity," explained Mr. Koh. "To modernize the look, we gave models blunt, winged eyeliner. The skin has a porcelain effect, which is the perfect complement to the structural style of Vivienne's fall collection."

TO GET THE LOOK: Fit Me! Foundation, Fit Me! Blush in Deep Rose, Eye Studio Lasting Drama Gel Eyeliner in Blackest Black, Eye Studio Color Plush Silk Eyeshadow in Green with Envy, Lash Stiletto Voluptuous Mascara and Color Sensational Lipcolor in Born With It.



Makeup sketch for the beauty look at the Vivienne Tam show

Max Azria

The look by Charlotte Willer



Fit Me! Foundation by Maybelline New York

Ms. Willer applies Fit Me! Foundation.

The beauty look for Max Azria was inspired by chic simplicity," Ms. Willer said. "It's a tailored and well-balanced ensemble, yet oozes an enviable, edgy sophistication—just like the girl that never tries but always looks perfectly put together."

TO GET THE LOOK: Fit Me! Foundation, Fit Me! Concealer, Fit Me! Powder, Eye Studio Color Plush Silk Eyeshadow in (limited-edition for Fall 2011) Strut It Suede and Color Sensational Lipcolor in (limited-edition for Fall 2011) Beige Bombshell.



Makeup sketch for the beauty look at the Max Azria show

Catherine Malandrino

The look by Gato Zamora

Maybelline New York Makeup Artist



Mr. Zamora applies Eye Studio Color Plush Silk Eyeshadow.

Gato Zamora added lush yet clean volume to the lashes with Volum' Express One-by-One Washable Mascara.

Mr. Zamora. "A perfect complexion was key, but I also wanted to add a sophisticated touch of drama to the eyes. I never want people to notice makeup on a face—it's when they don't notice that I've done my job."

TO GET THE LOOK: Fit Me! Foundation, Fit Me! Bronzer, Line Express Eyeliner in Soft Black, Eye Studio Color Plush Silk Eyeshadow in Purple Icon, Volum' Express One-by-One Washable Mascara and Shine Sensational Lipgloss in Minty Sheer.



Makeup sketch for the beauty look at the Catherine Malandrino show

Custo Barcelona

The look by Gato Zamora



Mr. Zamora applies Color Sensational Lipcolor in Ruby Star.

Custo Barcelona with Mr. Zamora

"Timeless, romantic makeup was the beauty look at Custo Barcelona. "Think of the classic story of a dancer who falls in love with a vampire—this was the inspiration for the look," noted Mr. Zamora. "It's romantic meets gothic...feminine yet dramatic."

TO GET THE LOOK: Fit Me! Foundation, Fit Me! Concealer, Fit Me! Bronzer, Volum' Express One-by-One Mascara in Blackest Black, Color Sensational Lipcolor in Ruby Star and Line Express Eyeliner in Ebony Black.



Makeup sketch for the beauty look at the Custo Barcelona show

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DKNY

The look by Charlotte Willer



Ms. Willer with Donna Karan



Ms. Willer applies Volum' Express The Falsies Mascara.

"The inspiration behind the beauty look at DKNY was a chic rocker-chick" explained Ms. Willer. "The look is very **Jane Birkin** in the 70's. It's a bit unkempt but glamorous and sultry at the same time."

TO GET THE LOOK: Fit Me! Foundation, Fit Me! Pressed Powder, Line Express Eyeliner in Soft Black, Volum' Express The Falsies Mascara and Fit Me! Concealer.



Makeup sketch for the beauty look at DKNY

Betsey Johnson

The look by Charlotte Willer



Ms. Willer with Betsey Johnson



Ms. Willer applies Eye Studio Color Plush Silk Eyeshadow.

"The inspiration for the beauty look at Betsey Johnson is **Betsey** herself," shared Ms. Willer. "It's a flirty look, full of pizzazz and spunk. But it's quite mysterious at the same time. Ultimately, it's a spin-off of Betsey's exuberant personality—mixed with the rebellious, roaring 20's."

TO GET THE LOOK: Fit Me! Foundation, Fit Me! Pressed Powder, Eye Studio Color Plush Silk Eyeshadow in (limited-edition for Fall 2011) Sapphire Stylist, Eye Studio Lasting Drama Gel Liner in (limited-edition for Fall 2011) Sapphire, Volum' Express The Falsies Mascara and Color Sensational Lipcolor in (limited-edition for Fall 2011) Red Haute.



Makeup sketch for the beauty look at Betsey Johnson

Carlos Miele

The look by Gato Zamora



Carlos Miele with Mr. Zamora



Mr. Zamora applies Volum' Express The Falsies Mascara.

"We're calling the look at Carlos Miele the golden age," said Mr. Zamora. "It's about the moment in a woman's life

where she is at her most vibrant, most beautiful, whoever that may be." The hallmark of this flattering, slightly "disco" look was the beautiful touch of gold, delicately woven throughout the entire face.

TO GET THE LOOK: Fit Me! Concealer, Fit Me! Blush in Medium Coral, Eye Studio Color Plush Silk Eyeshadow in Give Me Gold, Volum' Express The Falsies Mascara, Color Sensational Lipcolor in Totally Toffee and Color Sensational Lipgloss in Sandstone Shimmer.



Makeup sketch for the beauty look at Carlos Miele

L.A.M.B.

The look by Charlotte Willer



Ms. Willer with Gwen Stefani



Ms. Willer smudges Eye Studio Lasting Drama Gel Eyeliner in Blackest Black all over the lids in lieu of both shadow and mascara.

"**Gwen [Stefani]'s Gang**" of four stunning looks convened backstage at L.A.M.B. to close out New York Fashion Week in splashy style. "The inspiration for these looks stemmed entirely from the pieces in the collection and input from Gwen, herself," Ms. Willer revealed. "Gwen provided four concepts: Buffalo Girl, London Girl, Soldier Girl Glam and Mod Ragamuffin. The common thread was a clean, fresh face. We built the dramatic individual statements from there."

TO GET THE LOOK FOR LONDON GIRL: Fit Me! Foundation, Eye Studio Lasting Drama Gel Eyeliner in Blackest Black, Fit Me! Blush in Light Pink and Fit Me! Concealer. *BF*



The finished look for London Girl



Makeup sketch for the London Girl look at L.A.M.B.