

The Men



**Will makeup ever
become truly
genderless?
Sabina Weston
investigates.**

of Makeup

THE REPEATED SOUND of the alarm, the snooze option pressed three or four times. Coffee in bed, if you're lucky. Shower, brush teeth and hair. Don't forget a primer underneath that foundation! Then concealer, brows, eyeshadow if you have the time. A simple routine, boy-next-door style.

"As a man who wears makeup, I think that a lot of men seem to wear makeup because they want to wear it than just cover up imperfections. The whole fun of it is that you get to experiment and play," says Ryan Payne, a Southampton-based makeup artist.

Payne, 24, specialises in face art makeup, which he uses to "self-express" himself, rather than just "cover up spots and blemishes". He himself wears makeup almost daily, and prefers more creative looks, especially when going out. Some products that he swears by are the MAC Studio Fix Powder and eyeshadows by Sugarpill Cosmetics and Urban Decay.

As a makeup artist, he has a few male clients.

"I think that more heterosexual, straight men are putting makeup on: you see it on film stars, celebrities, you see it on posters, you see it in art forms. I think that definitely in the UK and in the western society it is becoming more mainstream. But in the Asian community, society, it was always there in K-Pop [Korean popular music] – and they are straight men."

According to market researcher Euromonitor, South Korean men are the world's biggest spenders on skincare, while last year's consumer survey by data analytics company GlobalData showed that 75% of South Korean males claim to use a beauty/grooming treatment at home at least once

a week or more. By comparison, only 38% of French men admitted to doing the same.

That is why South Korea was chosen by Chanel to be the initial launch market for their first male makeup range, Boy de Chanel.

Minjong Kim, 32, is a hairdresser at Stylefloor, a beauty salon in the upscale area of Gangnam in Seoul, Korea. He has travelled to the UK to complete an advanced hairdressing course in London's Sassoon Academy.

"In the past, men used to think that makeup was strange, but nowadays more people are doing it," he says. "I myself wear makeup to work, or for important occasions."

Kim has styled hair at photo-shoots for magazines such as Vogue, Harper's Bazaar, Elle, and InStyle, and the sight of makeup on men does not surprise him.

Meanwhile, in Payne's hometown of Southampton, men wearing makeup are likely to get looks by passers-by. However, the public's response is not something that bothers him.

"As a guy, I'm not that insecure about going out without makeup, but I enjoy putting makeup on," says Payne. "I think that a lot of guys who wear makeup tend to be a bit bolder with their makeup choices just because, if they're going to get clocked and spotted wearing makeup, no matter how minimal it is, they might as well just go all the way."

Franciszek Białek, a 20-year old Oxford University student, agrees.

"I would like to use crazy eyeshadow colours, like yellow! Especially a very intense shade. That would be cool!" he says.

Gen-Z men have a more positive outlook on makeup than any generation before, which is not a surprising thing, given that they also favour inclusivity and shun

traditional gender roles and stereotypes.

It seems that the beauty industry is trying to cater to the sentiments of their young, hip consumers by becoming increasingly open to the idea of men embracing makeup. Their products are often reviewed by male beauty influencers, such as Jeffree Star and James Charles, who both have over 15 million subscribers on YouTube.

Earlier this year, Charles brought the centre of Birmingham to a standstill while making a brief appearance at a Morphe Cosmetics store. Thousands of teenagers flocked to see the 19-year old makeup influencer, with police and security guards struggling to contain the chaos, a scene reminiscent of the 1960s 'Beatlemania'. Back then, not many could predict that a young man would generate the same kind of attention for his makeup skills.

Expanding the market

Tom Ford was one the first brands to introduce male-targeted makeup by launching concealers and lipsticks for men at the 2014 Spring / Summer Fashion Week. Ford himself is open about his use of makeup and admits to regularly wearing bronzer and concealer.

Following last year's successful trial of Boy de Chanel in South Korea, Chanel introduced the male makeup line to Europe and North America. The collection includes easy-to-use products in black, minimalist packaging: a tinted fluid foundation, a lip balm, and an eyebrow pencil. However, do such simple products really have to be marketed separately?

"I think you shouldn't necessarily target men with a different set of makeup because makeup is makeup! There is no such thing as 'guyliner'!" says Payne, who is a proponent of 'genderless makeup'

- defining makeup as something for everyone, regardless of their gender identity.

Segregating makeup into two categories can be demeaning to non-binary people, who don't identify with one (or any) gender. The issue of packaging is often dependent on the individual customer's choice, but the black, minimalist design of Boy de Chanel and the Tom Ford male makeup line are not wildly different from standard MAC Cosmetics products.

Moreover, Kim complains that men-targeted makeup is of a sub-par quality. In his opinion, standard makeup brands are more often purchased, used, and reviewed, creating significant pressure for the brands behind them to repeatedly test their quality and improve them.

Given that men are demanding the same "superior quality" cosmetics which were traditionally marketed only to women, but also taking under account that non-binary and transgender makeup-users should not feel pressured by societal norms, an increasing number of brands, from Glossier to Jeffree Star Cosmetics, are advertising their products as simply 'genderless', by presenting their products on male and female models alike.

The Impact of Drag

"Beauty is genderless," proclaims actor, singer, model, and drag queen RuPaul Charles at the launch of the MAC VIVA GLAM campaign. The year is 1994. The AIDS epidemic in the Western world is at its height, while also somehow remaining a taboo topic. The choice of marketing a makeup campaign with a gay man is a controversial one, but it pays off. To date, VIVA GLAM has raised \$500 million for 1,800 organi-

zations that support 19 million people affected by HIV or AIDS.

This year marks the 25th anniversary of the launch of VIVA GLAM. The new faces of the campaign are (also 25-year old) Canadian model Winnie Harlow and DJ and drag queen Aquaria, the winner of the 10th season of RuPaul's Drag Race, a reality show created by no other than the first face of VIVA GLAM himself – RuPaul Charles.

Drag has always been a predominant aspect of makeup culture, having been the birthplace of trends such as contouring (often wrongly credited as a Kardashian invention), cut-creases, highlighter, and overlined lips (most commonly associated with Kylie Jenner).

Chris Cunningham, 23, is a London-based drag queen who goes by the persona of Thalia Ostará.

Below: Boy de Chanel products.



He started doing drag at the age of 21, but his journey with makeup started much before that: "Since I was very young, I was involved in theatre, and theatre is makeup, regardless of whether you are wearing it to be a drag queen, or wearing it to be just yourself onstage. There is always an element of having makeup put on."

Drag makeup is heavily intertwined with theatre makeup, as

it uses similar techniques to help the performer's face stand out in the blaring lights of the stage and be recognisable to audiences in faraway seats.

On his 16th birthday, Cunningham was asked to play an extra in a web-series pilot. He decided to not take it off after filming finished and he happily kept it on for his birthday dinner.

However, his relationship with makeup is purely professional.

"I don't tend to wear makeup outside of drag, mainly because it's just so much effort," he says. "Also, it's so, so bad for your skin! Don't wear too much makeup!" he adds, sounding more like a concerned grandmother than a 23-year old who is regularly seen in London's clubs dressed as a (very tall) woman.

Cunningham admits that men come to him for makeup advice but quickly adds that he is "no space to give it".

"I was asked once to come over and do someone's makeup for their wedding, and I was like: If you want to look like Pennywise the Clown, then that's fine by me, but if you want to look pretty, I'd find someone else," he says.

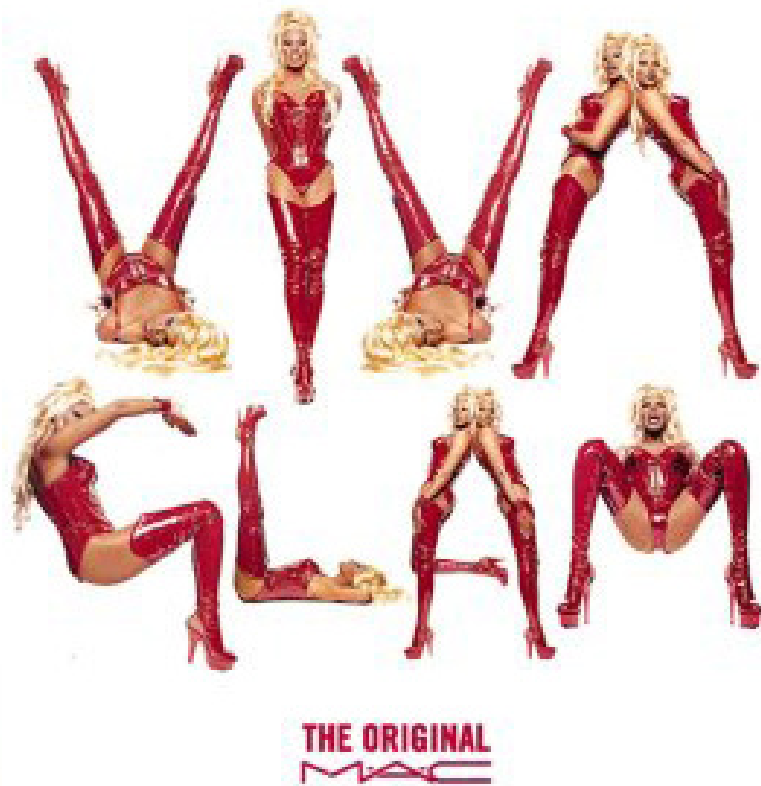
Despite his humble attitude, Cunningham has excelled in using makeup to reshape his entire face and acquire feminine features. It usually takes two hours to merge himself into Thalia, who is named after the Greek muse of comedy.

"I have to lift my whole face up and replace my cheekbones and draw in shadows where there aren't any shadows."

Cunningham admits that although some of his gay male friends wear makeup, he does not see a lot of heterosexual men doing the same: "I think there's still a big stigma about men using makeup, even though it [male makeup] is advertised all over the

MAC VIVA GLAM

RuPaul is wearing MAC VIVA GLAM lipstick.
Every cent of the retail selling price is
donated to the fight against AIDS.



RuPaul Charles in the original MAC VIVA GLAM campaign from 1994.

internet.”

According to him, men may be overwhelmed by the amount of makeup products and tools, such as sponges and brushes, that are available, and which are at times necessary to create an appealing look.

“Girls learn to do makeup from their mothers, grandmothers. It’s harder for boys – I had to learn everything from YouTube,” says Cunningham

Jordan Owen, 22, agrees that men may feel like confused by the variety of choices.

“For those who don’t know what they’re looking for, it’s definitely overwhelming,” he says. “I like the idea of going to Boots and buying my own bottle of foundation but, the thing is, I don’t think I would end up persevering with it. Just because, well, I wouldn’t know where to start. I have been makeup shopping with friends before and you guys have so much choice! There is so much choice nowadays, honestly!”

Owen, unlike Cunningham, is a clear proponent of ‘genderless makeup’.

“I just like the whole idea of no

segregation,” he says, and compares it to women wearing trousers, a traditionally male garment, yet nowadays considered universal.

Owen admits that he enjoys talking about makeup and is open about his experiments with it. A few months ago, his friend was looking for a face model.

“I happily put my name down,” he says. “About a week later, we met up and we had a nice little photoshoot at the end of it.”

Growing up in the small town of St Clears in southern Wales, Owen was not always accustomed to men wearing makeup.

“Where I’m from, it’s very backwards in its opinions. I remember I went to go watch a drag act in one of my local towns, and the look of shock on people’s faces was just really, really, really surprised. I think it’s just the narrow-mindedness, that would be the best way of looking at it.”

Cunningham believes that, as long as male makeup is dominantly advertised by queer men, straight men will not want to use it, as they would fear that it would sabotage their masculinity.

However, he believes that this might change in the future.

“You are seeing a trend now of more men wearing makeup – it’s a fact. It’s becoming more acceptable and that’s just because, I think, as a society, we’re becoming a lot more tolerant towards people who don’t fit “the norm”. And I say “the norm” in air quotes, like in bunny fingers. When I was younger it was definitely something you didn’t talk about, you didn’t put makeup on, you’re a boy!”

Owen agrees that we are seeing a progress in the normalisation of men wearing makeup.

“I’ve gone on nights out with friends, guys, who rocked up with mascara on, lipstick on.... I know that there are a good number of people who still haven’t quite pulled their heads round to it, but I personally don’t see the issue with it. For goodness’ sake, Shakespeare paraded around in makeup to entertain thousands.”

A roundup of
the best new
trends and
technologies
of 2019

The Trends Re

By

SOME THINGS REMAIN TIMELESS: like clear skin, a black cat-eye, or red lip. Yet makeup is a progressive science which seems to be getting more futuristic every year. Instead of worrying about whether your eyeshadow palette colours are up-to-date (hardly anyone cares, trust me), focus on what trends and technologies are really impacting (and enhancing) our lives. It's hard to believe that we're only halfway through 2019.



Anti-blue light makeup

Sunblock has for long been a staple of foundations and BB creams, but the new anti-pollution beauty products also promise to combat harmful nanoparticles found in urban air.

However, why stop with products which only protect your skin from external factors?

US brand Pur Beauty took anti-pollution products to a whole new level by launching their 'Out of the blue' collection - the 'blue' referring to blue light radiation coming from the screens of our laptops, tablets, and phones.

"It deals with aggressors in everyday environments, so things

like being in the office for times when you are on your phone, always to technology. This is to protect you from the aggressors," says Disha who works on monitoring trends at London-based Stylus.

A more mainstream is shifting into anti-blue light technology is New York Revlon. Their PhotoReady collection features foundations, concealers, and setting sprays in 31 shades, so that any shade can protect their skin while a perfect match.

Lipstick activism

Do you have opinions on Brexit which you wish you could express through the colour of your lipstick? Daswaney predicts that 2019 is the year of “activist make-up initiatives”. Since US brand Lip Slut launched their “F*ck Trump” makeup back in 2016/7, there has been a rise of politically-fuelled makeup, such as the lipsticks from Femme Power Beauty, which focuses on empowering women.

Actually aiding a cause (for example, financially), is more than just making a statement. A good example is the MAC Viva Glam campaign, which this year celebrates its 25th anniversary.

Since it launched at the height of the AIDS epidemic in the US, it has raised millions of dollars for the MAC AIDS Fund and helped break the taboo around the HIV and AIDS – contributing to greater public awareness and better support for the ones in need. This year, MAC Cosmetics also extended its financial support towards organisations fighting for women’s rights.

Many new brands are following this model and donating at least a fraction of the proceeds from their product sales to charities focused on a cause that the brand is aligned with.

“Some of the funds go to the charitable initiatives behind it. It’s the whole idea of wearing that colour as a statement so it’s beauty as activism. I think it’s going to be even bigger because look at the political climate! The divide has never been bigger and people want to stand up for things,” explains Daswaney.

Will political activism translate into the UK market, especially in the year that Britain is supposed to leave the European Union?

“That’s what I think will hap-

pen! I definitely think that we will see Brexit equivalents in Europe,” says Daswaney. “It doesn’t have to be blue [lipstick], but something that is about Brexit. It’s going to be less about looking pretty and more about making a statement.”

Inclusivity

In the last few years, inclusivity in makeup often referred to foundation shades, which for a long time were very limited and inadequate in deeper tones.

However, inclusivity in 2019 means extending to makeup wearers with disabilities — and how to make application easier for them.

“People with disabilities also want to use makeup to express themselves,” says Daswaney, “So really embracing that idea of inclusivity, not only adding as many shades as possible, which is what everyone is doing, like a bit of a race: “Who can add more shades? Who’s first?”. It’s for people who are ignored or ostracised for whatever reason. I think that’s way more important.”

In March, makeup brand and online community Grace Beauty launched disability-friendly mascara wand add-ons in three different shapes: the Ring Grip, which makes it more difficult to drop the wand; the Square Grip, which makes opening the mascara easier; and the Safe Grip, which is egg-shaped and angled which makes it easier to hold and control for some people.

With so many options to make mascara application easier for people with disabilities, it will be interesting to see options for other beauty products as well.



review
by Sabina Weston

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Trixie Mattel was inspired by retro toys when designing her Trixie Cosmetics products. Pictured: the Stacey lipstick

Playing with makeup

Remember when you were a kid and would get hold of your mum's lipstick, blush, or eyeshadow palette? Brands are now willing to recreate that moment of fun and innocence by launching makeup products designed to make us feel like kids again.

"Like through cute packaging," says Daswaney. "So there's a pizza makeup palette [by Glam-lite, available on glamlite.com], an astrological palette [from BH Cosmetics, available on BeautyBay.com], there's also been a taco palette this year [also from Glamlite]. There was also this KitKat-inspired palette by Etude House. People just want to have fun, want to be more playful. Why can't adults play like children?"

Bright colours, pastels, and food-related themes are popular within this trend, which puts special emphasis on fun, humour, optimism, with packaging often resembling children's toys.

Another example is I Heart Revolution's donut-shaped eye-

shadow palette (the packaging even has sprinkles on top!) and their holiday-themed Easter eggs which, once opened, reveal two highlighters and five eyeshadows inside.

Allie Dawson positively reviewed the I Heart Revolution's donut-shaped eyeshadow palette on her YouTube channel, Un-filtered Beauty. The packaging reminded her of her childhood, when her mother would buy her makeup formulated for children as an attempt to distract her daughter from her own Clinique palettes.

"I've never heard of I Heart Revolution until I saw their little donut palettes. Glamlite? Never heard of them before I saw their pizza palette," says Dawson. "These brands are trying to make themselves better-known by releasing unique palettes which were not really on the market. So if you see a unique palette like that, why not give it a try? Especially if it's cheap! You'll probably end up loving it! Sometimes I feel like the underdog makeup brands are way better than the big names."

Folk singer and RuPaul's Drag Race star Trixie Mattel also sought inspiration from toys (especially vintage Barbie dolls, of which she is a passionate collector) when creating products for her Trixie Cosmetics brand. The brand launched on 24 May.

"I wanted to create a makeup line which that takes you from backstage to a retro toy," Mattel announced on Instagram on 18 May. "Is it possible for a product to make you feel like a kid but still be pro formulated? YES HONEY."

A downside to this trend is that you are going to have to hide it from your own kids, as they will definitely want to dabble in that pink palette shaped like their favourite chocolate bar.

"Is it possible for a product to make you feel like a kid but still be pro formulated? YES HONEY."

Customise me!

Why buy a palette that everyone else has when you can build your own? Customisable makeup

Below: a customisable palette by Polish brand Inglot



palettes are perfect for those who feel dissatisfied with the combination of colours in standard palettes (there is nothing worse than splurging on a new palette and then just using two out of 12 shades), or who just prefer to have all their favourite shades in a compact, travel-friendly form.

Customisable palettes with refillable and replaceable shades can be found at MAC Cosmetics



(MAC Custom Eye Palette, from £25), Urban Decay (Nirvana Build Your Own Palette, £10), Inglot (Freedom System Palette, £8, individual shadows from £7.50), and many more.

Cyclical Beauty

Sales of cheap, mass-produced drugstore-aisle facial skincare launches have declined from 14% of all UK launches in 2008 to just 10% in 2018, according to global market research company Mintel.

After all, why shop for generic skincare when you can have it tailored to your monthly cycle?

Many women experience changes throughout the month, some more complex than the stereotypical mood swings and chocolate cravings. Ever noticed that your skin is flawless and then this image of perfection crashes and burns as soon as you get your period? Many women experience hormonal breakouts for one or two weeks (or three) a month, yet they often use the same products throughout the month.

Brands such as Amareta offer skincare “for every phase of your

cycle”. Their online quiz helps women determine their ideal personalised skincare based on a description of their current hormonal cycle.



Below: Glamlite’s Pizza Palette



However, contacted endocrinologists did not wish to comment on the efficiency of using cyclical beauty products. All we can hope for is that medical research will soon catch up.

Makeup vlogger Allie Dawson reviewing I Heart Revolution’s donut makeup palettes.





The New Face

A year on from Meghan Markle’s wedding, the obsession with her makeup lives on. By Sabina Weston.

NO OTHER WEDDING in the last five years was as influential as Meghan’s and Harry’s. From the dress, to the wedding cake(s), every element of the Royal Wedding was dissected, analysed, and pinned to the inspiration board of every bride-to-be in Britain.

As we step into the 2019 wedding season, one Royal Wedding inspired-element is still heavily in demand – the ‘no-makeup makeup’ look.

In the height of contouring and hour-long makeup tutorials, not many saw it coming. However, as the A/W 2019/20 runways have shown, fresh, glowing faces, prepped with just a little bit of moisturiser, are very much in.

Make-up artists focused on bringing out youth in models, by

creating a look which emphasised soft, dewy, and plump complexions. An important part was to not cover up youthful features such as freckles.

After a few decades of seeing cakey foundation on red carpets and night clubs alike, the no-makeup makeup trend has been received with open arms. After all, no one is a fan of clogged pores, especially in the days even mobile phones have HD-level cameras.

An alternative to not wearing makeup is sheer coverage which does not cover up natural features like freckles, yet brightens the skin to achieve a more lively, glowing look. Think Glossier, the US brand which has won the hearts of millennials and Gen

Z-ers alike, on both sides of the pond.

A common ideal which unites both the US and the UK is the Meghan Markle, who is known for her minimal makeup look. Her makeup at her wedding to Prince Harry last year was nearly as publicised as her wedding dress, many wondering if she wore foundation at all.

Linda Francis of Makeup by Linda has been doing brides’ makeup for their wedding day for over a decade. She believes that Meghan Markle’s wedding makeup look continues to be influential in 2019.

“Her look is very natural and a lot of women who generally book me are not used to wearing makeup,” says Francis. “They



don't wear it daily, so they want to look as good as possible, but while looking as themselves. They always say that they don't want to look very different, they just want to look enhanced, which what I think she [Meghan] achieved on that day."

Francis has had women telling her on their wedding day that they had changed their mind about their look and that they wanted to forgo foundation completely and opt for a natural, barefaced look.

When creating a no-makeup makeup look, Francis will choose to emphasise either the eyes or the lips, but rarely both. Therefore, if the bride chooses to wear a red lipstick, the eyes will be kept subtle, while if she chooses to focus on the eyes, the lips will be kept in a nude colour.

Francis also stressed the importance of opting for a brown eyeliner or eyeshadow when creating a natural look, as black "usually comes out way too harsh".

She also adds definition to the brows and eyelashes and finishes the look off with some nude lipstick or lipgloss.

It does not come as a surprise that the no-makeup makeup look is not only reserved for Royal Weddings – it never was. What is surprising is that the look reserved for oversleeping for work and popping into your local off-license has become so popular that it dethroned the cut-crease (which, really, some of us only just learned to execute).

"The whole social media craze of having full-on makeup has died in the last year to 18 months," says Nadia Harper, a professional makeup artist based in Brighton. "Meanwhile, there has been a huge spike in people's interest in skincare – even in the last six months. People know that if their skin looks good without any

makeup on, it's going to look even better enhanced with it."

On the other hand, Harper does not believe that trend will hurt the beauty industry: "It's not that people are buying less makeup. They're just buying different makeup, with sheerer formulas."

Stella Adamidou, a teacher assistant in London, has fully embraced the no-makeup makeup trend.

"I never wear foundation because I don't like the feeling and I prefer a natural skin look," she says. "Last summer I saw my mum wearing a tinted moisturiser and I thought that was pretty genius because it moisturises and adds colour at the same time!"

When it comes to lipstick, Adamidou's go-to is Glossier's Generation G in the shade Cake, known for its flattering sheer peach colour.

Will heavier makeup make a comeback?

Why not skip makeup altogether?

In 2016, US singer Alicia Keys publicly denounced makeup and stated that she would no longer wear it to not negatively influence her daughter, whom she gave birth to in 2014. Similarly, writer Zadie Smith, who is often seen with minimal or none makeup, famously said that she had imposed a 15-minute beauty time limit for her seven-year old daughter.

"I explained it to her in these terms: you are wasting time, your brother is not going to waste any time doing this. Every day of his life he will put a shirt on, he's out the door and he doesn't give a shit if you waste an hour and a half doing your make-up," said Smith at the 2017 Edinburgh International Book Festival.

Haley Nahman, the deputy

"I would be surprised if it did, but you never know," says Harper. "Trends come around in cycles and they tend to come back but I feel like there's a bigger focus on health nowadays. People want to have healthy, glowing skin. I don't think we will go back to matte-finish, full-coverage foundations anytime soon. But never say never!"

editor of fashion and lifestyle website Man Repeller, explored her journey of giving up makeup in *What If Makeup Didn't Have to Be a Tentpole of Womanhood?*, which was published last year. The essay closely mirrors a piece by Man Repeller founder Leandra Medine Cohen, who has previously written about her experience of being called "fugly" behind her back because she refused to wear makeup.

That is why not wearing makeup, or going for a more minimal look, is not simply en vogue. It is a celebration of practicality and a manifestation of self-confidence, of not wishing to appeal to outdated ideals of perfection, which are often dictated for men's visual pleasure solely.