

The Runway Report

by Rachel Kossman

Wardrobes are the focus of fashion week runways, but nails and makeup add perfecting touches to every look—and demand just as much attention! Check out some of the polishes and palettes that turned heads at Spring/Summer 2015 New York Fashion Week.

FACE

Natural faces and glossy eyelids were popular across the catwalks, and a barely-there pink lip was seen on countless model pouts. The bold—we're talking glittery eye art, vivid lids and magenta-hued brows—made an appearance too, but it looks like Spring 2015 is all about channeling *au naturel!*

For the Costello Tagliapietra runway, lead makeup artist Tina Turnbow employed **Jane Iredale—The Skin Care Makeup** to create an angelic, edgy look inspired by the season's effortless skin and doll-eyed lashes. Turnbow mixed the brand's Smooth Affair Facial Primer & Brightener with a BB cream, then finished with two shades of cream blush to create a dewy complexion with full, flushed cheeks.

"I love that the products from Jane Iredale create a natural, radiant glow and are good for the skin," says Turnbow. "The pigments and textures are beautiful."

The Novis collection took its inspiration from pop art graphics, and the fashion label paired its vivid colors with a soft face created by the 2015 **Aveda** collection. "The look is beautiful and fresh, but not girly; it's much more ladylike and grown-up," says Janell Geason, the brand's global artistic director for makeup. For the models, Geason chose lavender and nude eye shadows, and lashes with earth-toned mascara.

At the CuteCircuit show, makeup artist T. Cooper was inspired by "the idea of a sun-kissed girl at the beach who quickly transitions for a fabulous party later that night." He used **Mirabella Beauty** eye shadow applied as a wet, thick liner to make eyes pop with a bright, ocean-inspired teal blue. Natural brows and sand-hued bronzers were paired with nude pink lipstick to complete the look, which complemented CuteCircuit's relaxed, feminine pieces that are known for their eye-catching embellishments.

Models on the Crown by Colin King catwalk also donned Mirabella, a look that featured skin with a matte, clean finish and an emphasis on high, pink- and peach-hued cheekbones. Winged cat eyes—created with the brand's Magic Marker eyeliner—were highlighted with no shadow and only a light application of mascara. Dark eyebrows contrasted with mute, pink-centered lips to complete the effect.



AVEDA



JANE IREDALE



JANE IREDALE



MIRABELLA BEAUTY



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NAILS

Everything from sherbet-inspired hues to classic neutrals made their way onto Spring/Summer 2015 runways. Nail art may be here to stay: manicures featuring intricate patterns, double French tips and negative, unpainted space were easy to spot. Those looking for more simplistic NYFW inspiration can turn to matte top coats, which were popular across dozens of catwalks.

Over the top is an understatement to describe the “Gangsta Genie” theme of The Blond’s collection, which captured headlines with bodysuits covered in endless sequins, sparkle and beads. For the show, **CND** created innovative 3D nails that reportedly took 500 hours to create in the brand’s Design Lab. The lavish manicures incorporated more than 10,000 stones, gems and jewels, plus unconventional materials that included filigrees, oversized gold chains, medallions, tassels, lace and porcelain.

OPI’s runway sponsorships included Azede Jean-Pierre, BCBGMAXAZRIA, Charlotte Ronson, Dion Lee, J. Mendel, Jeremy Scott, L.A.M.B. and Reem Acra. For Jeremy Scott, each model’s hand featured a different mix of the brand’s bright neon hues, which were applied using a dry brush technique for a rough, hand-painted look. On the Dion Lee runway, models showcased bright silver-metallic polish from OPI’s Coca-Cola partnership. A nude, latticed French manicure using OPI’s My Vampire is Buff turned simplicity into elegance at the Azede Jean-Pierre show.

Essie also held a large NYFW presence—the brand’s nail artists paired with designers Alexander Wang, Delpozo, Diane von Furstenberg, DKNY and Rebecca Minkoff, among nearly a dozen others. Coral half-moons, reminiscent of a rising sun, dotted the runway at the Delpozo show. With Rebecca Minkoff’s 3D prints as inspiration, nail artist Michelle Saunders created freehand watercolor nail art using Bikini So Teeny, Turquoise & Caicos and Lollipop. Wes Gordon’s show utilized Essie classics such as Sand Tropez and Imported Bubbly to create manicures that emulated breezy linens to match the designer’s muted palette.

South African designer David Tlale’s collection was complemented by four eye-popping colors from **Cuccio Colour**: A Kiss in Paris, Red Eye to Shanghai, Red Lights in Amsterdam and Electric Orange.

DEGAN’s models donned **China Glaze** shades that captured the psychedelic feel of the designers’ collection: At Vase Value, Sun of a Peach and Pop the Trunk combined into a kaleidoscope of color in marble manicures. The American International Industry’s brand also gilded the runway with a gold ombre at *Project Runway* finalist Michael Costello’s show at the Lincoln Center Pavilion.



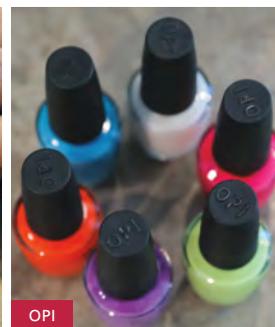
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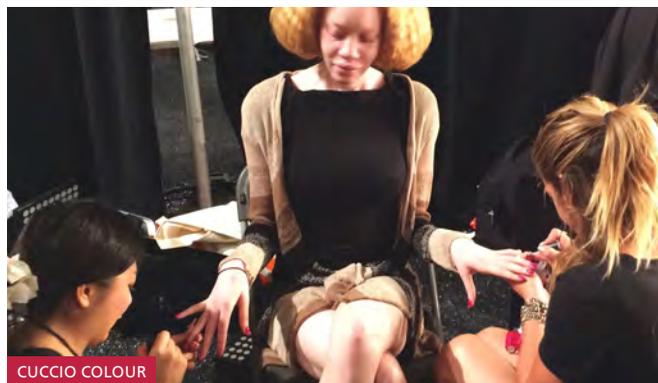
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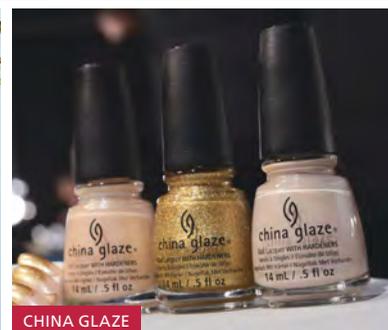
ESSIE



CUCCIO COLOUR



CHINA GLAZE



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