



BY
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WHEN LESS IS MORE

GET READY TO PARE DOWN YOUR ROUTINE—AND LOOK PRETTIER. AN EASIER, MORE NATURAL AESTHETIC, PROMINENT ON FALL FASHION RUNWAYS, IS A TREND WE’RE ALL RALLYING BEHIND. BUT ONE CAVEAT: “LOW MAINTENANCE” DOES NOT MEAN “GIVE UP.” SO WHAT’S THE LEAST YOU CAN GET AWAY WITH WHILE STILL SPORTING GORGEOUS HAIR, MAKEUP AND NAILS?

HERE, YOUR MINIMALIST MANIFESTO

ON NAILS: CHRISTIAN DIOR
nail polish in Palais Royal
(\$27; DIOR.COM); ON EYES:
BENEFIT COSMETICS *Roller*
Lash Mascara (\$24; BENEFIT
COSMETICS.COM).



MAKEUP IS taking it easy. Specifically, the look is healthy and luminous, not ghostly pale and matte-lipped as in the past. “Fashion is influenced by the times, and we live in a very health- and fitness-oriented society right now,” says Trish McEvoy, makeup guru and creator of the popular eponymous cosmetics line. “That’s why we are seeing so much athletic-inspired clothing. And, of course, when we wear more casual clothes, the face has to match.”

In the case of makeup, “casual” translates to “invisibly enhancing,” says McEvoy. “Think of Spanx for your face. You are just taking what you already have and shaping it up.” At the Sonia Rykiel show, for example, Lucia Pieroni, makeup creative director for Clé de Peau Beauté, perfected models’ skin, groomed their brows and added a touch of sheen in places, such as the tops of the cheeks, where light naturally reflects off the face. When asked why this look is especially good for the *More* reader, McEvoy explained, “It will transform you into the best version of yourself while still making you completely recognizable.”

To look undetectably made up rather than simply unimproved:



1
GET EVEN

“**STARTING WITH** skin that’s uniform in tone is important. It makes you appear polished even if you don’t wear any other makeup,” says Diane Kendal, Lancôme’s lead makeup artist at the Jason Wu show, which sent practically barefaced models down the runway. Kendal advises adopting a fresh approach and using an extra-light touch: Begin by applying the sheerest foundation you’re comfortable with—or one of the new blur creams, which obscure imperfections with light-diffusing pigments rather than actual color. Next, use concealer under the eyes and beside the nose, the most common areas of discoloration. Last, apply a thin layer of eyeshadow primer to your eyelids. “This evens out the tone there and camouflages any ruddiness, which is common with age,” says McEvoy, who adds that the goal is to look as though you simply “got a great night’s sleep.” Try **CLÉ DE PEAU BEAUTÉ Radiant Fluid Foundation** (\$125; CLEDEPEAUBEAUTE.COM), **GIORGIO ARMANI Luminous Silk** (\$62; GIORGIOARMANIBEAUTY-USA.COM), **YSL Touche Éclat Blur Primer** (ABOVE, \$52; YSLBEAUTYUS.COM) and **URBAN DECAY Eyeshadow Primer Potion** (\$20; SEPHORA.COM).

HAIR: DAVID COLVIN; MAKEUP: ERIN GREEN; LIPSTICK: DIOR SKIN STARS; MAKEUP PHOTO: KATE RYAN INC. USING CHANEL LÈS VERNIS; MODEL: VAL D’AÏ SUPRÊME; MANAGEMENT: PRODUCTS PHOTOGRAPHED BY PETER ARDITO



2
BRIGHTEN UP

“**WE ALL FADE** with age. The aim is to restore the coloring we used to have,” says McEvoy. No matter your complexion, dab a pink or bronze cream blush on the cheekbones and layer a sheer rose gloss on lips. Finish with a bit of highlighter or luminizer on the browbone, the tops of your cheekbones and just above the bow of your upper lip. We like **STILA Convertible Color in Petunia**, which suits all skin tones (\$25; SEPHORA.COM); **FRESH’s Sugar Tinted Lip Treatments** (\$23; FRESH.COM); **NARS Illuminator in Copacabana** (\$30; SEPHORA.COM); or **CHARLOTTE TILBURY Wonder Glow** (ABOVE, \$55; NORDSTROM.COM).

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What’s great about a more natural style is that it’s not chasing youth (that shouldn’t be the goal anyway); it just allows you to look like a well-pulled-together version of yourself.



3
INTENSIFY YOUR GAZE

THE EYES HAVE it. That is, they create a focal point on your face; without it, you can appear washed out. At Prabal Gurung, Kendal dotted fine-tipped black pencil eyeliner along the upper lash lines so that it was hardly visible before wiggling a few coats of mascara through the top lashes. “This brings subtle definition to the eyes,” says Kendal. Optional: Pencil or powder in and comb your brows to camouflage any areas that have thinned. Try **TRISH MCEVOY Classic Eye Pencil** (LEFT, \$24; TRISHMCEVOY.COM), **LANCÔME Définicils Mascara** (\$28; LANCÔME-USA.COM) and **ANASTASIA Perfect Brow Pencil** (\$23; ANASTASIABEVERLYHILLS.COM).

“**THE BACKLASH AGAINST** the elaborate manicure has already begun,” says Michelle Saunders, celebrity manicurist for Essie Cosmetics. Saunders, who worked with designers Alexander Wang and Carolina Herrera to create nail looks for their fall 2015 shows, says the new manicure mantra is “Mother Nature knows best.”

So what does this new, understated nail look like? Try these tips on for size.

1
COME UP SHORT

“**RIHANNA OR** Heidi Klum can wear long, glamorous nails, but it’s not practical for most of us,” Saunders says. Trim or file your tips so they end at the same point as your nail bed, and mirror their shape at the top to the natural curve of your cuticle. If your cuticles are deep and round, you can sport a rounder tip; if they’re straight across, squarer nails will look better on you.

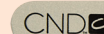


2
CHOOSE A NEW HUE

“**THE DEFINITION OF NEUTRAL** has expanded,” says Deborah Lippmann, creator of the self-titled polish line. “Now it includes earth tones, plums, mauves and browns.” To give your less flashy fingertips extra flair, use glossy rather than matte versions—and fear not, chips show less on neutrals (even shiny ones) than on reds. Some low-key lacquers we love are **LIPPMANN’s Undressed collection** of six skin-toned but not totally sheer shades (**SHOWN ABOVE IN BARE IT ALL, SKIN DEEP AND FLESH FOR FANTASY**) and **ESSIE’s Frock ‘n Roll** (\$9; ESSIECOSMETICS.COM), a shimmering brown.



3
GO BUFF



BUFF IS BACK! Your dad’s old go-to nail look is rising in popularity again. Need a refresher? First, grab a buffing file. Remove any lacquer you may be wearing. Using the rough side of the buffer, gently abrade the surface of your nail. Then use the smooth side to give your tips a shiny finish. Last, rub oil or cuticle cream into your cuticles and apply hand cream. Try **CND Girlfriend Buffer** (LEFT, \$12 FOR FOUR; AMAZON.COM), **SPARITUAL Cuti-Cocktail** (\$17; DERMSTORE.COM) and **HAND MD Daily Hand Renewal** (\$28; QVC.COM). »



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HAIR WITHOUT A CARE

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AS WITH MANY of the good things in life (see: artfully styled cappuccino foam, ABBA and Swatch watches), we have Europe to thank for the casually coiffed look, “which was bursting on European runways,” says Danilo, Pantene’s celebrity stylist. Its appeal crosses not just continents but generations (and hair types!): Everyone from Brigitte Bardot to Beyoncé, including Gwen Stefani and Natalie Portman, has sported some variation of bedhead to beautiful effect.

The trend is also a welcome break from the labor-intensive styles that have been trendy until now. “We’ve been stuck in a rut of either flawlessly blown-out hair or carefully crafted beachy waves,” says Harry Josh, John Frieda’s international creative consultant. “While beautiful, these looks take a lot of work. Thankfully, we’re seeing more simplified strands, as we did in the understated ’90s,” but not as grungy. We’re talking ’dos that require little more than a rudimentary knowledge of hairstyling and a perfunctory blow-dry (known in the business as a “rough dry”) at best. Phew.

Here are four tips for mastering “I just woke up this way” hair:

1

LOSE THE LENGTH

DANILO SUGGESTS going with a mid-length cut (not much past the shoulders) with blunt ends and a distinct part, either far to one side or down the center. “This gives the style definition, so it appears deliberate and not like a default,” he says. The length looks particularly good when air- or rough-dried.



2

DON'T SCRIMP ON STYLING PRODUCTS

ONE OF THE new “air-dry creams” or a dry shampoo should be in almost every woman’s arsenal. You can scrunch the former into damp hair and let it dry au naturel into loose waves. On second-day hair, you can work dry shampoo into roots to sop up oil and produce a lived-in but still-styled texture. We like **BUMBLE AND BUMBLE** *Don't Blow It* (ABOVE, \$30; BUMBLEANDBUMBLE.COM) and **SALLY HERSHBERGER** *24K Supreme Stylist Voluminous Dry Shampoo* (\$32; SEPHORA.COM).



The goal of “undone” hair is to be chic, not fussy. Messy knots are a yes, ballerina buns a no. For definition, part the hair before pulling it back. And for night, a nice pair of earrings won’t hurt.



3

SCALE BACK ON SHAMPOOING

NOT ONLY will this prevent your color from fading and avoid exacerbating dryness, but it will also help natural scalp oils to tamp down frizz (a by-product of the aforementioned rough dry). On days when dry shampoo isn’t cutting it (day three, perhaps?), Danilo advises using a cleansing conditioner rather than a traditional shampoo when you shower. It’s heavy on emollient ingredients yet won’t weigh down hair. Try **PUREOLOGY** *Strength Cure Cleansing Condition* (ABOVE, \$34; PUREOLOGY.COM).

4

TRY AN EASY UPDO

YOU DON'T HAVE to wear your hair down to look done. Low ponytails and loose braids—a grownup option even for those with collarbone-length or longer locks—were big on fall runways earlier this year, at shows such as Michael Kors, Naadam, Dior, Carolina Herrera, Derek Lam and Proenza Schouler. But if you do it up, don’t overdo it. “The difference between a gym bun and a chic knot lies in the accessorizing—and the attitude,” says Josh. “Rather than scrape your hair up into a bun on top of your head in a scrunchie, create a clearly defined part first, then pull your hair back—and put on your best earrings.” ©