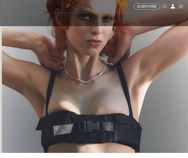

BEAUTY

Glamour with a hint of '90s grunge is the makeup look that will be everywhere this season

By Fiona Embleton
February 23, 2025

Photo: Olivia Fadich

As a new season blows in, so does a new beauty mood and it's only fitting that it defies convention. This spring, prepare to embrace '90s references and an aesthetic that swings between 'no makeup makeup' and intense pigments smudged and haphazardly applied

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Today, there's still fashion around beauty notes from the golden age of Hollywood and makeup that sits in either the classically pretty or the avant-garde camp. But what if beauty's new mood refuses to be neatly defined and the answer lies somewhere in between?

Enter high-octane glamour, sprinkled with a touch of indie sleaze. Inspired by 'new Hollywood' and the love affair with '90s grunge seen across the spring/summer 2025 runways, this is the new middle ground, where makeup is glossy and expressive – yet still unfiltered and infinitely wearable.

Photo: Olivia Fadich

The modern nude

Mixing and matching neutral shades and then pairing them with black eyeliner adds a modern edginess to a classic nude makeup look. Don't worry about being too precise, though. "The warmth from your fingers, combined with gentle blending and buffing with brushes, will do the trick," says makeup artist Marie Schou, who created the looks in this shoot. Specifically, use your fingers to apply gloss over the lids for a worn-in, post-party vibe. "The Chanel Multi-Use Illuminating Eye Gloss adds to that lived-in, glossy look," says Schou. "Or use the old-school Hollywood staple, Elizabeth Arden Eight Hour Cream, to create a dewy sheen with a hint of colour."

Photo: Olivia Fadich

Eight Hour Cream
Elizabeth Arden

SHOP NOW EUR 35

Multi-use illuminating eye gloss
Chanel

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Eye Brow Stylo
MAC Cosmetics

SHOP NOW EUR 19

Matte Lipstick in Taupe
MAC Cosmetics

SHOP NOW EUR 19

Lash Crème Concentré Duo
Embryolisse

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Les Beiges Foundation
Chanel

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The dark arts

Consider this look the antithesis of sharp cat creases and precise cat eye flicks. Here, black eyeliner looks finger-smudged into the lids while a glossy shade of burgundy on the lips is the quickest way to add polish and drama to the ensemble. A swipe of pink blusher "adds softness to the hard look," says Schou, and keeps everything from swerving too far into Wednesday Addams gothic territory.

Photo: Olivia Fadich

Tribos Brow Liner
MAC Cosmetics

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Lux 4 ombres in Shiny Grey
Chanel

SHOP NOW EUR 55

Stylo yeux waterproof
Chanel

SHOP NOW EUR 38

Immediate extreme
Chanel

SHOP NOW EUR 38

Jouez contouer poudre blush
Chanel

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Glossy red lips

We crave a product is more timeless than red lipstick. But rather than a traditional opaque mouth, this high-shine version kicks up the cool factor a notch. "Use a red pencil around the lipline and to fill in the whole lip," says Schou. "Then apply lipstick and blot with a tissue before adding another layer. Finish with a thin coat of gloss over the top." Then, make like the French and wear your red lip on a neat-to-natural, nearly bare face.

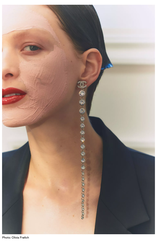

Photo: Olivia Fadich

Glow Boosting Mask
Origins

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Retro Matte Lipstick
MAC Cosmetics

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Lipgloss in Ruby Woo
MAC Cosmetics

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Glass skin

It's an old school Hollywood trick: swipe an ice cube over the skin to dial down puffiness around the eyes and create a taut and defined cheekbone and jawline. This sub-zero approach to contouring has been upgraded to cryotherapy-inspired ice globes. But for an even more elevated approach, apply a sheer mask saturated in hydrating ingredients first. The exclusive nature of a sheer mask decreases water evaporation and creates dewy, almost translucent skin that mimics a glistening sheet of glass.

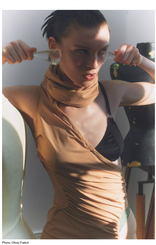

Photo: Olivia Fadich

Lux 4 ombres in Tissu Blush
Chanel

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Eye Brow Stylo
MAC Cosmetics

SHOP NOW EUR 19

Matte Lipstick in Taupe
MAC Cosmetics

SHOP NOW EUR 19

Make me up collagen patches
Magnitone

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Draped blusher

Blusher isn't just for the rosy apples of the cheeks anyrmore. Instead, 'draping' the colour over the high points of the cheekbones sculpts the face in much the same way as a jade roller, giving the illusion of an instant facelift, says Schou. Not to mention the flush is so impossibly ethereal it looks straight out of Sofia Coppola's masterpiece, The Virgin Suicides.

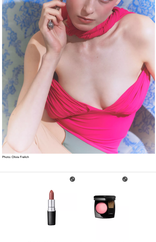

Photo: Olivia Fadich

Matte Lipstick in Taupe
MAC Cosmetics

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Jouez contouer poudre blush
Chanel

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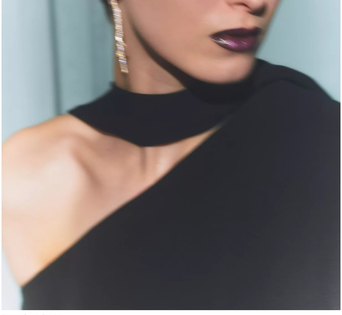

Photo: Olivia Frelich

Multi-use illuminating eye-gloss
Chanel

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Rouge Allure
Chanel

SHOP NOW EUR 42

Creator Revolution SFX Metallic Face Paint Palette
Makeup Revolution

SHOP NOW EUR 9

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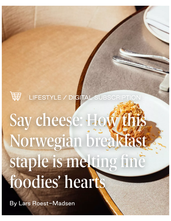

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