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Summer is not made for **crisp cat-eye flicks** or a contoured cheek with tidy edges. So rather than fight the makeup melt, why not lean into it with the viral blurred makeup trend? Beauty founders and icons Victoria Beckham and Hailey Bieber are both already in on the act, proving it's a look that's here to stay.

As the name implies, blurred makeup is an effect that draws on blurry, balmy textures. Rather than aiming for precision, pigments are dabbed on with fingers and appear gently lived in. "Think of a watercolour painting that blurs all the colours together," says **makeup artist Caroline Barnes**. It's makeup in its soft-girl era and, despite being so low-maintenance, it looks incredibly pretty on all skin tones and ages.

"Sun that's high in the sky can cause harsh shadows on our faces, especially at midday," Barnes notes. "It can also create bright, harsh highlights. Blurred makeup, with its tinted and stain-y finishes, is so much more flattering as it softens those hard edges. And, unlike high-shine powders, the pigments won't break up in the heat and look patchy."