



MAKEUP

Cloud lips are blowing up as the dreamiest Valentine's Day makeup trend

Blurred lines.

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Colour is back for 2026 – and, with it, lips boasting a more intense colour payoff. But if crisp lines don't appeal, look no further than the 'cloud lips' makeup trend that is blowing up on social media just in time for Valentine's Day.

So what exactly are cloud lips? Think smudged-out, 'morning-after' lipstick with a hazy finish that hits the sweet spot between being gloriously blurry and still managing to avoid looking messy. "A cloud lip is a just-kissed, blurred lip effect with no harsh edges," says Jennifer Lyons, makeup artist and national education manager for Nars. Instead, it's characterised by "soft lip lines with a slightly bolder centre."

