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BEAUTY

‘Mob Wife Makeup’ is kicking quiet luxury to the curb

Go bold, or go home.



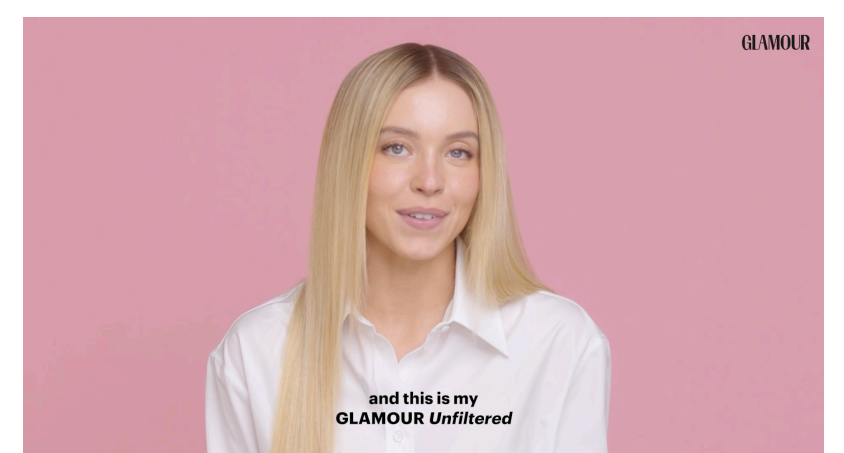
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First we aspired to the quiet luxury cultivated by Sofia Richie. Now we’ve done a complete 180 as ‘Mob Wife Makeup’ has catapulted onto our radar with 189 million views (and counting) on TikTok. Suddenly, Ginger McKenna in Martin Scorsese’s *Casino* and Carmela Soprano from *The Sopranos* are our OG poster girls, and minimalist makeup and glazed donut skin are taking a backseat.

To really channel the ‘married to the mob’ aesthetic, you need to ditch the subtleties. She’s not here to play nice and is more likely to throw on a plunging metallic halter neck dress than a beige cashmere jumper.

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