



*With softer, neutral lip
color, attention turns to
sexy, smoldering eyes,
natural yet bold.
Makeup from Lancôme.*



Fall Into Color— Be Bold

by kate hamilton

As the leaves darken and change this fall, so too will the color trends in fashion and cosmetics. Dripping with rich, luxurious color, this season's inspiration comes from romantic tapestries, bright gemstones and animal furs.

"Fall 2004 sees color evolving in two different directions," observes Leatrice Eiseman, executive director, Pantone Color Institute. "On one hand are vibrant classics; on the other, soft neutrals. The world is still a complex place where people can choose to wrap themselves in earthy comfort or have fun with more energetic tones. It's the juxtaposition of these disparate color groups that drives the newness of the season."

Where fall fashion boldly goes

This season, fashion designers were inspired by traditional English country colors, old New York photos and films, antique heirlooms, winter sports at luxury resorts in the 1930s, fall in New England and Aspen, tapestries, and wall hangings and Victorian images.


Colors being used this season include those reflecting autumn in the country such as sycamore green, pine needle green and fall leaf accented with burnt shades of livelier colors including spicy orange, combinations of black and gray neutrals with dark reds and vintage blues, gift box blue mixed with elegant neutrals such as chocolate brown, midnight navy and raisin, deep jewel tones of ruby red and purple juxtaposed by ivory and earth tone neutrals such as camel, chocolate and pewter, dark denim livened by accents of aqua, fuchsia, emerald and goldenrod, and saturated pastels—violet, lavender, light chartreuse, nude, blue and olive—against charcoal, brown and black. Contrast leads the inspiration fueling this season's fashion colors. While the use of bright colors keeps the look modern and fresh, antique jewelry, dark reds and vintage blues create the feel of ultimate glamour.

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Compiled with information from Pantone, Inc.'s *Fashion Color Report Fall 2004* and Schwann Cosmetics' *Fashion Colours 2004*.



*Rich earthy browns on
the lids and cheeks
paired with deep plum
lips create a sexy
Hollywood look. Makeup
compliments of MAC.*



Trend Insider

by Marvin Westmore

I select the decorative makeup colors for eye shadow, blusher and lipstick for my makeup designs, whether they are for a client or an actress, based on a color harmony—analogous, triadic, complementary or monochromatic, that relates to her clothing or wardrobe.

I know that this is contradictory to the method and system taught in many cosmetology and esthetic schools—that is, the system of coordinating decorative colors with clients' hair color, eye color and the supposed undertones of her skin color. This system or method evolved from an era when there were only blue, green, lavender and brown eye shadows and lip rouges, or lipsticks, were blue-red, yellow-red or that orange colored "tangee." The general clothing colors and fashions when makeup became available for the general consumers in the late '20s, '30s, '40s and into the '50s generally was conservative and bland compared to today's great cross section of exciting, fashionable colors.

Today's eye shadows, blushers and lip colors come in a myriad of unlimited colors that are available in pearl, opalescent, metallic, shimmer, glitter, matte, shiny, opaque, translucent, sheer and glossy. I can't even begin to visualize a young female client who has pearlized skin, opalescent hair, glossy eye color or transparent lips, so that I could not select current products for her makeup. The old system of color choices has become antiquated and out-of-date.

*The second part of the decorative color approach that had one color scheme on the face and a different one on the wardrobe also is contradictory to proper and fashionable taste and esthetic color harmony. Women's clothing fashions, no matter what economic level, are color correlated and coordinated—just check *Cosmopolitan*, *Allure*, *W and Town* and *Country*.*

*I belong to The Color Association of the United States that puts out fashion colors two years in advance. This allows me to be fashionably ahead with my selection of decorative makeup colors for my clients, actresses and my students. They graciously have allowed me to share these colors, Fall/Winter 2004/ 2005 with *Skin Inc.* magazine and you.*



Individual Yellow



Serene Turquoise



Stand Out Red

"Pretty," "elegant" and "wearable" were words used to describe the color directions at the association's women's forecasting committee sessions. Every single shade is softly feminine. Whether a delicate pink, a deep blue or a standout red, color's presence will be felt this season, and its absence will suggest the past rather than contemporary design. Lighter and layered fabrications, more print and woven patterns and a greater use of accessories will bring an abundance of color to fall 2004 after almost two decades of minimal dark clothing.

Each of the color groups of three or six shades offers styling opportunities to bring color into women's lives in very wearable ways. More patterned color in fabrics, both in playful prints and in delicate wovens will bring textural effects. Color can help us go back in time, and many shades suggest the pretty pastels of the 1950s and the richness of the autumnal reds, oranges and brown that were popular when gender roles were more chromatically defined.

An attitude of assured femininity is what unites all the colors on the association's women's forecast and a priority is placed on the reds and raspberries, oranges, pinks and corals ... whether it be foundation shades for cosmetics, lingerie or evening wear.

The forecast offers soft and complex shades making it possible to create many unusual pairing and trios. All the shades can form easy harmonies with each other. There is nothing confrontational. The overall look for the season is happy, optimistic and engaging.

Certain contrasts of this forecast with past fall and winter seasons should be noted. The darks are not nearly as dark and certainly not as blackened in any way. In fact, the forecast presents lighter and more colorful shades. In place of urban darks are rich autumnal reds, browns and greened grays, and three suggested zingy bright hues—a sunny yellow, a grotto turquoise and an orange red. Predictable women's resort brights will be replaced by dynamic entries no matter what the hue category.

—The Color Association of the United States

Colors range from earthy shades of golden fall leaf, fennel seed and camel to bright and rich sunset purple, crimson and shocking pink. The dynamic pairing of energetic shades calmed by cool hues is what gives this season its unique flavor. Designer Peter Som says, "Fall '04 is all about rich, eclectic luxury. Uncontrived and unexpected color combinations keep things modern and sexy."

The cool hues for fall are derived from nature's earthy tones. Fresh golden yellows, light smooth tans, muted aqua grays and rich deep browns are found in an autumn day. Elegant fabrics like tweeds, boucles, jacquards and embroideries bring nature's tones to fashion. Accents of furs in dark and golden sable layer texture and color while adding a dynamic punch of the natural.

While spring was inspired by vibrant earth tones from the garden, fall has a more subdued color palette inspired by the country ranging from icy pales, darkened jewel tones, metallics

and frosted colors. Designer Douglas Hannant says, "Fall is about rich colors accented by brilliant precious jewel tones."

Many fall colors, such as crimson, limoges, sunset purple and fall leaf have taken their cue from the rich jewel tones of ruby, sapphire, amethyst and yellow diamond. These rich tones are complemented by lush, rich fabrics and metallic accents in accessories and makeup.

Pink continues to rank high in popularity, closing its second successful year. Taking a cue from spring's popular peach skin, this season's pink has deepened to rosy, shocking pink and muted, lavender-infused pale mauve. Rich crimson offset by ruby accents complement the pink tones.

Makeup glamorizes femininity

Similar to fashion, fall makeup is deepening the fun, playful spring colors of the tropics to a sexy, soft look.



Earthy tones create a natural and elegant look based on the skin's natural pigmentation. These rich brown colors are from Repêchage.

“This season’s inspiration comes from romantic tapestries, bright gemstones and animal furs.”

Fall blends skin’s natural glow with sexy glamour—earthy browns for foundation and eyes with deep reds for lips. “This season’s fashions have different textures and the style is glamorous, sexy and feminine,” says Candace Corey, international makeup artist. “The texture of the skin can have a beautiful glow but still be natural with earthy browns and a hint of soft taupe and deep greens, while you have the option to turn up the glam with rich shiny plum lips, burgundy eye shadows and sexy green-blue eye liners and shadows that give you that old Hollywood glamour.”

The dark, rich hues of brown leading this season—shades of tobacco, leather, gold and old port—are inspired by the rich accents of fur seen on the runway. Accents of mint, mandarin and rose lighten the smoldering bold range of colors. Subtle, yet sexy shimmer creates elegance paired with the cool winter and rich colors. Dark blue eye shadows with a hint of green are also in season, and pair well with limoges.

Tips and tidbits

The key to looking fashionable this season is bold combinations. Use color in unusual places and daring combinations to set yourself apart from the crowd. Try some of these ideas from fashion experts.

- Wear silk scarves with brightly colored prints or wrap-around neck scarves in a range of vibrant colors.
- Offset nude apparel with colored hose in bright colors like amethyst and shocking pink.
- Use furs in dark and golden sable as an accent.
- Add color through accessories such as opera gloves, evening bags and wraps.
- Use sparkly gems, buttons and broaches to accent shoes, clothes and handbags for added glamour.
- Create accents by wearing dark green boots or satin shoes in vibrant jade.

With the variety of rich, bold tones in season this fall, a plethora of color combinations is available for fashion and makeup. Sexy glamour reigns with accents of gemstones and antique jewelry, complemented by earthy makeup tones. For fall 2004, make a statement and go glam. ■

