Art Department

VOGUE

The Best Beauty Looks at The Tony Awards 2018

Kerry Washington

Jenna Menard

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Kerry Washington

Look closely at Kerry Washington's subtle smoky eye and you'll see that her lower line has a hint of sparkle. It's a gorgeous complement to her sheer pink lip and super-straight hair.

Jenna Menard

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PlusEXPERTOS
POR SUSANA PARRO

JENNA MENARD

tu nueva gurú del maquillaje

La nueva Global Color Artist de Clinique nos explica, en exclusiva para GLAMOUR, los secretos que deben saber todas las mujeres.

Viajamos a Londres para tener un encuentro con la maquilladora internacional Jenna Menard. Su incorporación a Clinique, una de las firmas cosméticas más importantes del mundo, supone un hito dentro de la marca americana, famosa por sus "Sistema Tres pasos" y concebida con la filosofía de que todo el mundo puede tener una buena piel. Algo que también persiguen con su maquillaje. Jenna transmite a la perfección la idea fresca y natural de Clinique.

¿Cuándo supiste que esto lo que te gustaba?
No hay un momento definido. Seguí mis intereses, pasiones y talento, y fui dirigida hacia el mundo de la belleza. Crecí rodeada de hermanas, y mi madre era peluquera; el mundo de la belleza es parte de mi vida. Estudié psicología porque quería trabajar con personas... y poco a poco me convertí en una Make Up Artist.

¿Qué cosas te inspiran?
Muchas cosas. Soy afortunada y viajo mucho alrededor del mundo, así que me obligo a mirar alrededor y absorber todos los estímulos.

¿Cuál es el truco de maquillaje que toda mujer debería saber y aplicar?
El éxito de un maquillaje es que alguien te diga lo guapa que estás sin darse cuenta de que hiciste un gran esfuerzo a la hora de maquillarte. Es conseguir un efecto natural, sutil. Las reglas hay que tomarlas de forma flexible, sólo tienes que adaptar cualquier maquillaje ▶

Jenna Menard ha realizado maquillajes de tendencia como el del desfile de Karen Walker.

KAREN WALKER

TRUCOS PARA **UNA IMAGEN PRECIOSA**

*** CUTIS LUMINOSO**
Antes de extender la base, piensa qué acabado deseas. Para una cobertura total, usa una brocha y para un acabado más transparente, usa una esponja o los dedos. Si tienes que mezclar un iluminador con la base, hazlos imperceptibles para lograr el efecto: "es mi preciosa piel y no mi iluminador y base". Aplica la base Even Better con una esponja y sobre él, pon el iluminador Up-Lighting Liquid Illuminator. Por último, extiende los polvos sueltos Stay Matte Sheer Pressed Powder, sólo alrededor de la nariz y la zona T.

*** OJOS DE COLOR**
Perfila los ojos con eyeliner y encima difumina capas de sombras para dar dimensión. Utiliza sombras de colores mejor que negro.

*** BOCAS JUGOSAS**
Para unos labios siempre perfectos, usa un pincel y repasa bien la línea del labio. Para un resultado *fresh*, difumina los extremos.

Jenna Menard

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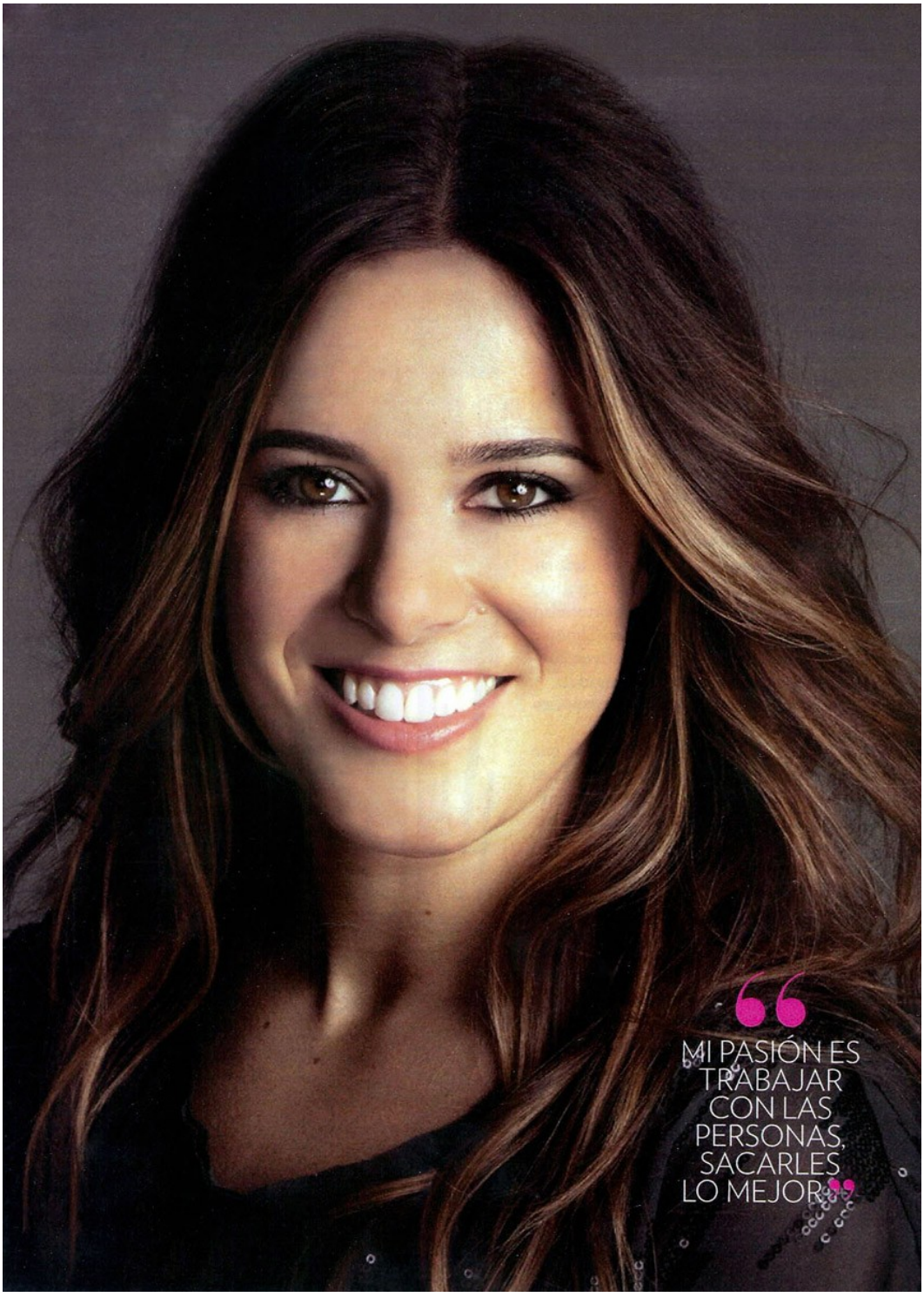

Jenna Menard

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Plus EXPERTOS

de forma que embellezca tus labios, el tono de tu piel y la forma de tus ojos.

¿Qué tendencia de maquillaje veremos en otoño/invierno 2012-13?

Grandes pestañas, cejas más pobladas y tonos tierra profundos. Algo sofisticado a la vez que bastante natural.

¿Tu primer recuerdo de maquillaje?

¡El maquillaje de Clinique! Mi madre lo usaba, de hecho lo sigue haciendo y me acuerdo muy bien de la cajita verde... Más tarde, de adolescente, empecé mezclando polvos para crear sombras y colores que creía me iban mejor. ¡Curiosamente, mezclaba polvos Clinique!

> CUALQUIER LOOK DEBE HACERTE MÁS BELLA

¿Qué aspecto de tu trabajo prefieres?

Ya sea en un *shooting*, un *show* o con una famosa, trabajo con personas muy creativas que me enriquecen. Y tengo la oportunidad de viajar por el mundo. Y ahora con Clinique llego a las mujeres de forma global, con contenido digital que llega a todo el mundo...

¿Cuál ha sido el mayor avance en maquillaje desde que empezaste?

Los productos hoy hacen mucho más que crear diferentes looks; aportan beneficios además de sus colores. Clinique en concreto es capaz de crear productos fáciles de usar gracias a un *packaging* innovador y sus ingredientes permiten que el maquillaje permanezca más tiempo intacto al mismo tiempo que ofrece beneficios para la piel.

FOTOS: SEAN CUNNINGHAM, D.R.

3 imprescindibles DE JENNA MENARD

Siempre estarás guapa con: un labial como Chubby Stick Moisturizing (19 €); un eyeliner que permita delinear y también difuminar hasta lograr una buena sombra de ojos, como Lápiz Quickliner for eyes intense (21,50 €). Y una buena máscara de pestaña, High Lengths Mascara (22,50 €).

3 looks DE PRIMAVERA

Para el verano, Jenna propone colores luminosos. "Adoro los corales y los rojos vibrantes. El coral queda bien a todas y puede ser una estupenda alternativa al clásico rojo.

SMOKY TIERRA Y LABIOS FUCISA | EYE LINER Y LABIOS CORAL | OJOS EN VERDE Y LABIOS ROJOS

Jenna Menard

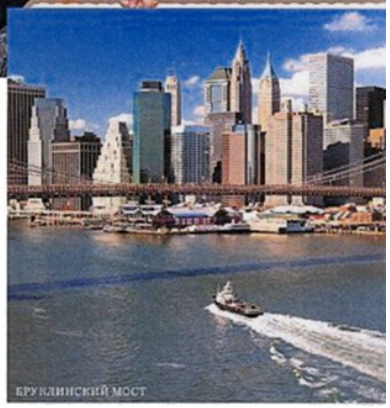
Art Department

КРАСОТА

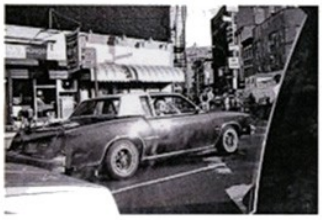
ВИД СВЕРХУ

Арт-директор Clinique Дженна Менард прогулялась с Юлией Кудрявцевой по Нью-Йорку и доказала, что жизнь в шумном мегаполисе может быть очень комфортной.

На самом деле Дженна перебралась в Нью-Йорк из Пенсильвании не так давно. Однако этот город манил ее с самого детства. «Я с нетерпением ждала каждое Рождество, ведь именно в это время родители сажали меня в машину, и через каких-нибудь два часа мы оказывались в самом сердце Нью-Йорка, – рассказывает она. – Праздничная иллюминация, красивые люди, модные рестораны и, конечно, мюзиклы, которые мы каждый раз посещали. Бродвейские шоу были едва ли не самым ярким впечатлением детства». С момента переезда в Нью-Йорк Дженна больше ни разу не была на мюзиклах, да и другие «туристические» маршруты остались в далеком прошлом. «К сожалению, когда живешь в большом городе, музеи и театры посещаешь только тогда, когда приезжают друзья, которым надо продемонстрировать город во всей красе, – объясняет она. – Сейчас мой Нью-Йорк совершенно другой, и если есть возможность, я вообще не покидаю даунтаун. Тут есть абсолютно все, что я люблю». Наш маршрут мы начинаем с удивительного, бурлящего и, на мой взгляд, абсолютно американского



БРУКЛИНСКИЙ МОСТ



«МОЙ СЕГОДНЯШНИЙ НЬЮ-ЙОРК – ЭТО ДАУНТАУН. ЗДЕСЬ МОЖНО НАЙТИ ВСЕ, ЧТО Я ТАК ЛЮБЛЮ!»

ДЖЕННА МЕНАРД

Jenna Menard

Art Department

GRAZIA
красота

Какой оттенок помады выбрать и чем подводить глаза? Об основных тенденциях весеннего макияжа GRAZIA узнала непосредственно у их создателей!
Текст: Наташа Богданкевич, Екатерина Фадеева

Расписали в красках

ДЖЕННА МЕНАРД,
арт-директор Clinique

О РОЗОВОЙ ПОМАДЕ И ТЕМНОЙ ПОДВОДКЕ

Для макияжа моделей на показе Karen Walker Дженна выбрала розовую помаду

Черный карандаш или яркие тени – этой весной есть выбор!

ГЛАВНОЕ ПРАВИЛО сезона – больше цвета, и это естественно, ведь все устали от серых зимних красок! Яркие губы, свежий румянец и много туши – моя любимая комбинация. Для показа Karen Walker я взяла насыщенную розовую помаду, поверх которой положила тонким слоем перламутровые тени, чтобы добиться матового эффекта. Образ получился немного футуристическим – как раз то, чего хотела Карен. А недавно на одной съемке я сделала насыщенно-синюю графичную подводку – тоже отличная идея для весны!

■ Красные губы также актуальны – несколько подходящих оттенков можно найти в коллекции Chubby Stick Intense. По сравнению с классической версией эти бальзамы обеспечивают более интенсивное покрытие. Я наношу их прямо из тюбика – в отличие от помады, для которой обычно беру кисточку.

■ Несмотря на обилие ярких цветов, темная подводка не сдает позиций. Мне нравится не только классическая черная, как на показе Karen Walker, – сливовая, лиловая или фиолетовая отлично подходят для дымчатого макияжа! Результат получается гораздо интереснее, чем при использовании традиционного серого.

■ Объемные ресницы хороши всегда, а потому без туши с большой щеточкой – как, например, у новинки High Impact Extreme Volume Mascara – не обойтись. Можно ограничиться одним-двумя слоями, но для действительно заметного результата понадобится четыре-пять. Как-то я посчитала, сколько движений делаю при нанесении, – оказалось, не меньше пятидесяти! И не забудьте: если главный акцент в образе будет сделан на глазах, то обязательно нужно прокрасить не только верхние, но и нижние ресницы.

■ Румяна оживляют любой макияж и позволяют добиться свежего вида лица – будто вы только что вернулись с прогулки. Идеальный оттенок для весны – насыщенный розовый. И не стоит бояться с ним переборщить!

1/ Тени Colour Surge, 112, Pink Chocolate, 1700 руб. 2/ Румяна Powder Blush, 109, Pink Love, 1400 руб. 3/ Карандаш для глаз Quickliner for Eyes Intense, 07, Intense Ivy, 800 руб. 4/ Помада-бальзам Chubby Stick, 06, Heftiest Hibiscus, 900 руб. 5/ Помада Long Last Lipstick, FR, Spanish Rose, 1100 руб. 6/ Тушь High Impact Extreme Volume Mascara, 1350 руб. Все Clinique

20 GRAZIA

Jenna Menard

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BEAUTY

Jenna's ADDICTION

Freshly anointed Clinique global colour artist Jenna Menard talks bright hues, camera-ready tricks and latest lip loves. *BY EUGENIE KELLY*

Jenna Menard didn't know it at the time, but the local housewives who flocked to her mother's hair salon in the basement of her Pennsylvania childhood home would end up having a say in her career path. The memory of the effect their transformations had on their moods as they left proved so persistent that after graduating from the prestigious Layfayette College with a bachelor of arts in psychology, she put her studies to good use (*not*) with an internship on a film set.

Right now Menard's mother is probably wishing she didn't complain so much about that radical career choice: Menard has scored perhaps the most coveted gig in beautyland, the newly created position of global colour artist for Clinique.

So how did she get here? "Years ago back in college, a friend knew [Academy Award-winning costume designer] Ann Roth, so gave me her number, and I just called her up," she recalls, now somewhat bemused by her ballsy behaviour. "I went to Roth's house for a chat, and followed her around while she did chores, while she asked really pointed questions. Now I know she was testing me to see if I just wanted to play with makeup, or actually learn about what makeup can really do."

An internship on the set of 2004's *The Stepford Wives* remake followed under the guidance of movie-makeup maestro Bernadette Mazur and, although the experience was priceless, everyone said Menard was more suited to the world of fashion. Cue: pulling together a portfolio and landing a coveted gig assisting runway-makeup legend Dick Page — an amazing career opportunity she blithely drops into the conversation.

Olive-skinned Menard is all chocolate eyes, balayage sun-kissed streaks and sunny smile; a girl-next-door beauty type, albeit one with a penchant for Helmut Lang and Alexander Wang, an artfully dishevelled bun held together with a single hairpin ("the secret to no dents") and a seductive smoky eye. As for her makeup style — the trademark look that has stars such as Kate Winslet, Rachel Weisz and Emily Blunt regularly booking her for red-carpet appearances and cover shoots — she gravitates towards taupes and a tendency to "stay on the natural side and work in little pops of colour".

Menard finds inspiration in simple things, posting graphic Instagram shots of a container of clear plastic thumbtacks and seeing charm in chalk paint, coloured chalk and bright Sharpie pens. "And I loved the film *The Artist*," she says. "Seeing the actors' makeup in black and white — it was so crisp. I can't help but be drawn to the simplicity."

> "Pay attention to the light in which you apply your makeup. Daylight is always a safe bet, because it's unforgiving."

Her love of the pared-back is even more obvious when you peek at her personal makeup bag: two shades of foundation, three mascaras to see how they layer, two eyeliners — a natural brown and a creamy shimmer one … "I love bright blush and either wear a lipstick like Clinique's Red Red Red or Runway Coral," she says. The latter is a limited edition she pestered Clinique into producing after mixing up the covetable zingy orange-red for Karen Walker's recent S/S 2012 show.

As for her can't-live-without-it staple? "A nude Chubby. I used one particular shade [Heaping Hazelnut] last fashion week — it's out soon and is going to be a big one. Makeup artists use concealer to cancel out the models' natural lip shade before applying a nude lip colour, but this can dry lips out. The Chubby is moisturising, so you not only get a gorgeous nude lip, but a healthy-looking one."

Chubbies, for the uninitiated, are Clinique's iconic nourishing lip balms that come in the form of a twist-up pencil reminiscent of kindergarten days. Although it's a solid texture, it glides on, delivering a tint of colour that's easy to build, and a hint of sheen. Blockbuster sales since their relaunch last year (a heavier lipstick-like version made its debut in 1997) means another dimension will be added to the Chubby Stick line in a few months: Chubby Stick Shadow Tint for Eyes. Expect super-blendable shades in beiges, browns, light blue, pale pink and green, all seriously one-step. "The thickness of the tip is great for that undone, one-swipe look," she says.

Menard's film background and work prepping actors for television means she's a whiz at dealing with cameras, a modern reality we now all confront since Facebook, Instagram and Twitter have taken over our lives. "Pay attention to shine more than you normally would," she advises. "Really press the powder in over your foundation rather than fluffing it around with a brush. And pay attention to where the light is coming in from — it picks up on everything."

Other tricks? "Using a lighter shadow in the middle of your eye. When you put your mascara on, your eyes really pop and your eyelashes stand out. And pay attention to the light in which you apply your makeup. Daylight is always a safe bet, because it's unforgiving."

With Menard's input into the hundreds of products in development and a stream of clever launches ahead (the new miracle-performing Even Better Concealer, in 12 shades, is just a taste), Clinique makeup clearly has its mojo back. A fact Janet Pardo, Clinique's senior vice-president of global product development, puts down to their new-found ability to "create something for a woman that she doesn't know she wants, but when she has it, she's hooked. That's what Chubby is — it's fun, it's playful, it makes you smile."

Happy days. ■

122 | HARPER'S BAZAAR | JUNE/JULY 2012

EDWARD URRUTIA. ART DIRECTED BY HEIDI BICARDMAN

www.harpersbazaar.com.au 123

Jenna Menard

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MISSION
„Mir ist es wichtig, Frauen dabei zu unterstützen, etwas Neues auszuprobieren und ihre natürliche Schönheit zu perfektionieren", so Jenna Menard.

MALFARBEN
Üppige Farben, intensive Pflege und eine cremige Textur zeichnen die wunderbar unkomplizierten „Chubby Sticks" von Clinique aus.

1ST FABULOUS

Im Reich der Farben

JENNA MENARD gehört zu den besten Make-up-Artists der Welt und ist Chef-Visagistin von Clinique. FIRST verrät die Amerikanerin, die regelmäßig Hollywoodstars schminkt, ihre Tricks für ein perfektes Make-up.

Sie ist eine der ganz Großen ihrer Zunft. Bei den internationalen Top-Magazinen wie *Vogue*, *Elle* oder *Vanity Fair* genießt sie weltweit einen exzellenten Ruf. Und Hollywoodstars wie Sofia Coppola, Uma Thurman oder Kate Winslet schwören auf das Farbgefühl von Jenna Menard, Chef-Visagistin bei *Clinique*. Schon als Kind war sie von Farben und Make-up fasziniert. Ihre Mission? Jenna Menard: „Für mich ist es wichtig, Frauen dabei zu unterstützen, etwas Neues auszuprobieren und ihre natürliche Schönheit mit den richtigen Produkten und Anwendungen zu unterstützen."

FIRST traf die sympathische Amerikanerin zum exklusiven Interview in London und sprach mit ihr über die aktuelle Frühjahrskollektion *Almost Spring* von *Clinique* und darüber, wie man mit einfachen Tricks ein perfektes Make-up erzielt.

Warum ist Make-up für Frauen im Alltag unverzichtbar?
Jede Frau hat wahrscheinlich ihren ganz eigenen, persönlichen Bezug zu Make-up. Doch generell hilft es, uns besser und schöner zu fühlen. Denken Sie nur an sich selbst. Egal, ob Sie ein Produkt verwenden, das Ihren Teint zum Strahlen bringt, oder eines, das die Schönheit Ihrer Augen hervorhebt – Sie fühlen sich danach schöner und gleichzeitig selbstbewusster.

Wie würden Sie den Look der aktuellen Make-up-Kollektion „Almost Spring" von Clinique beschreiben?
Es ist ein sehr natürlicher Look, der einfach immer passt. Im Job, beim Sport, aber auch am Abend. Die Kollektion zeichnet sich durch ihre frischen Farben aus, mit denen sich jede Frau wohl fühlt.

Was ist die Basis für diesen natürlichen Look?
Das Wichtigste bei jedem Look ist die richtige Grundierung, denn sie ist das Herzstück jedes Make-ups. Deshalb sollte man sich dafür auch am meisten Zeit nehmen. Mein Tipp: Egal, ob die Grundierung mit dem Pinsel oder mit den Fingern aufgetragen wird, sie sollte gut und gleichmäßig in die Haut eingeklopft werden, sodass kein Kontrast mehr sichtbar ist. Ist die Grundierung perfekt, kann man mit dem Auftragen von Lidschatten und Mascara beginnen.

Apropos Mascara: Gibt es einen Trick, um den besten Effekt mit einer Wimperntusche zu erzielen?
Die meisten Frauen machen den Fehler, dass sie, während sie Mascara auftragen, frontal in den Spiegel schauen. Das Ergebnis ist, dass sie mehr Wimperntusche am Lid als auf den Wimpern haben. Um das zu vermeiden, braucht man nur das Kinn ein bisschen zu heben, sodass man fast hinunterblicken muss, um sich im Spiegel zu sehen. Dieser einfache Trick sorgt dafür, dass jede einzelne Wimper vom Haaransatz bis zum Ende gleichmäßig mit Mascara definiert wird, ohne diese am ganzen Auge zu verteilen.

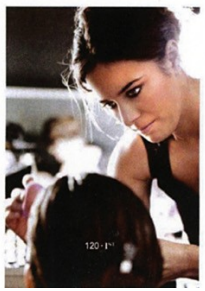
Zu einem vollständigen Augen-Make-up gehört auch Lidschatten. Wie kann man vermeiden, dass sich dieser in den Augenfältchen am Lid festsetzt?
Das passiert immer dann, wenn zu viel Lidschatten aufgetragen wird, selbst wenn es sich dabei um Produkte handelt, die eine Long-Lasting-Formel beinhalten. Es gilt hier die berühmte Regel: Weniger ist mehr. Um den Lidschatten noch haltbarer zu machen, gebe ich zum Abschluss gerne noch einen Hauch Puder darüber.

Wie wählt man die richtige Lippenstiftfarbe?
Meiner Meinung nach gibt es keine Regel dafür. Jede Frau kann jede Farbe tragen. Ich finde es wichtig, dass Frauen auch einmal etwas Neues ausprobieren. Dabei kommt es oft zu positiven Überraschungen. Der *Almost Lipstick* von *Clinique* arbeitet zum Beispiel mit der eigenen Lippenfarbe und lässt diese durchschimmern. So wird jede Farbe zu einem ganz individuellen Ton.

Was ist Ihr persönliches Clinique-Must-Have?
Eines meiner absoluten Lieblingsprodukte ist der *Clinique Chubby Stick*. Er verleiht den Lippen eine natürlich sanfte Farbe, klebt nicht, pflegt mit viel Feuchtigkeit und findet in jeder Handtasche Platz. Doch das Beste daran ist: Er lässt sich so einfach auftragen, dass man dazu nicht einmal einen Spiegel braucht.

SUSANNE RABL

FARBEXPERTIN
Jenna Menard, „Global Colour Artist" von Clinique, schminkt regelmäßig die Models auf den Fashion Weeks in Mailand, Paris und New York. Im exklusiven FIRST-Interview verrät sie ihre Profi-Make-up-Tipps.



Jenna Menard

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GRAZIA
PICKS

文字编辑 / Jessica Ji 设计 / Jun Li

倩碧全球高层
庆祝蜡笔小胖大获成功

Clinique 倩碧差不多唇膏

倩碧爽爽的夏日推荐产品
——活力冰沙眼影

对话倩碧色彩艺术家 Jenna Menard

Jenna Menard
倩碧全球色彩专家

倩碧全球色彩艺术家 Jenna Menard 携手倩碧已有一年时间，她的色彩专业知识与新品创意贡献得到了全球消费者与时尚媒体的广泛认可。2012 年 3 月，倩碧热情邀约全球各国的顶尖媒体亲临伦敦，GRAZIA 也有了一次和 Jenna 亲密接触的机会，除了带来倩碧 2012 最新的彩妆潮流趋势外，Jenna 还和我们分享了很多超实用的上妆技巧。

Jenna 首先和媒体分享了今年夏天倩碧最有色彩与感官冲击的活力冰沙眼影和充满自由生活态度的差不多唇膏。这款全新冰沙质感的管状眼影创新加入了滋养成分，提供饱满、连续八小时抗氧化、持久的眼部妆容。采用独特金属头设计，可以直接涂抹于眼睑，令上妆更柔滑、更简单，同时加入了抗氧化成分，滋润、改善眼部肌肤，妆效持久不晕染。而差不多唇膏则是专为亚洲女性量身打造，从自然裸色、靓丽粉色到深色紫罗兰色和艳丽红色，包括了 8 款性格鲜明的色泽，纯粹易搭，其中还含有多种丰盈的滋润成分，能提供比一般的唇膏更为持久自然的润泽效果。

就像倩碧一直倡导的女性自然简单的美感一样，Jenna 的理念也是要让女性变得更美丽，但不需要太多的化妆或者千篇一律的修饰，她觉得不管有没有化妆习惯的女人，都希望自己看起来像是没有上妆般完美，因此只要几个简单的单品，就能创造出一种自信闪耀的魅力才是最佳方式。比如你可以随意将活力冰沙眼影的色彩进行混搭，调配出属于自己的眼妆色彩，甚至还能把它当做唇膏涂抹，让妆容变得更加有趣，而最受大家欢迎的蜡笔小胖，也同样可以进行色彩混搭，层叠涂抹后，会呈现出每个人独有的唇色和俏丽的丰润质感。总之，大家可以充分发挥想象力，通过倩碧的彩妆品让你变得更加自信，自然而然地散发美丽。

Jenna Menard

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MAKE-UPELLE

Chubby Stick
Lápiz de labios hidratante (19 €).

De efecto Photoshop

EL COLOR SEGÚN JENNA

Experta en disimular con la brocha los defectos de modelos y 'celebrities' de Hollywood, la artista del MAQUILLAJE *natural comparte sus trucos.*

POR MARTA MICHEL

¿Cuál es la clave para conseguir eso tan sumamente difícil como parecer cien por cien natural estando maquillada? «El secreto está en tener una mano ligera con todo, perfeccionar sin pasarse». Palabra de Jenna Menard, maquilladora profesional de pasarelas y *red carpets* (por sus manos han pasado Uma Thurman o Sofia Coppola) y reciente fichaje de Clinique, que estrena con ella el puesto de directora artística global de Colorido. Su fascinación por la belleza nació en el salón de peluquería de su madre, en Filadelfia, Jenna veía salir de él a las clientas con una sonrisa de oreja a oreja, felices

LOOK WORKING
UN TONO FRESCO EN LOS LABIOS, COMO EL DE LOS LÁPICES 'CHUBBY', UN POCO DE COLORETE Y MÁSCARA NEGRA

Jenna Menard

Art Department

MENOS ES MÁS

«EL MEJOR CONSEJO DE BELLEZA ME LO HA DADO MI MADRE: ES PREFERIBLE QUEDARSE CORTA QUE PASARSE»

por su nuevo aspecto. El maquillaje –pensó años más tarde– podría obrar el mismo milagro. En la universidad estudió psicología y decidió que ella aplicaría la terapia del color: «Cuando una persona está en mi silla, disfruto viendo su transformación: de repente se sienta más erguida porque se ve a sí misma diferente». Su habilidad en disimular con pinceles y productos los pequeños defectos del rostro y la naturalidad de sus *looks* la han llevado a ser la favorita de modelos de pasarela y artistas de Hollywood. Sus trucos son sencillos pero muy rentables. ¿Un cutis muy fresco al natural y bajo los focos? «Pongo una capa de crema debajo de los polvos, queda sensacional a la vista ¡y en las cámaras de los *paparazzi!*». Para quitarse unos años de encima, recomienda utilizar tonos suaves en los labios, como el coral, y mantener una textura fresca de piel aplicando la base «sólo donde haya desigualdades de coloración, no por toda la cara». La boca roja también la recomienda para todas las edades, «pero sólo si te sientes segura y pisas fuerte cuando la llevas». A las más jovencitas las anima a jugar y experimentar, «forma parte del proceso, es sólo maquillaje, se quita». Su labor en Clinique consistirá en desarrollar nuevos colores y técnicas de aplicación: «No será una revolución, ¡porque ahora no les va nada mal!», bromea.

Airbrush Concealer Corrector iluminador (24,25 €).

Quickliner for Eyes Lápiz de ojos intenso (21,50 €).

Quick Blush Colorete retráctil con brocha (37,50 €).

Lid Smoothie Sombras tratantes con aplicador (26 €).

«No apliques la base por toda la cara, sólo para igualar el tono»

Fresh Bloom Allover Colour Polvos (38 €).

* Todos los productos, de Clinique

Jenna Menard

Art Department

ELLE BEAUTY | KNOW-HOW

STEP MASTER

Still mystified by the smoky eye? Scared of a crimson lip? With the help of Clinique makeup artist Jenna Menard, ELLE presents the foolproof formulas for pretty-on-everyone looks. *By Janna Johnson O'Toole*

INSTA-GLAM RED LIP

BEFORE

1 *Trace lips with a colorless liner (try Too Faced Borderline) to create a no-budge barrier.*

2 *To add depth and make lips look fuller, fill in pout with a lipliner a touch darker than the lipstick hue.*

3 *Apply lipstick. Blue-based reds complement fair complexions; orange-reds work well with darker tones.*

4 *Dab highlighter over the cupid's bow to accentuate the arch.*

AFTER

QUICK CONTOURING

BEFORE

1 *Using the top edge of a large brush, apply powder bronzer (a shade darker than skin tone) below the cheekbone.*

2 *Use the flat side of the same brush to sweep translucent powder over the bronzer to set.*

3 *Buff a matte powder blush over the apple of the cheek and along the cheekbone.*

4 *Dot highlighter, such as Benefit High Beam, along the upper cheekbone and blend for a dewy glow.*

AFTER

Models from top: Liv O'Driscoll at IMG; Zang Lan at Muse Management. Makeup by Jenna Menard at Art Department using Clinique; casting by Anita Bitton at The Establishment; makeup assistant: Anna Webber; hair assistant: Julianne Laney

Jenna Menard

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Beauty

BEAUTY'S *NEW* STAR

Who is New York's hottest make-up artist? Read on to find out...

By Alice Ripman

With a CV boasting clients such as Carey Mulligan, Kate Winslet and Uma Thurman along with mega-brands such as Marc Jacobs and Ralph Lauren, it's clear that make-up artist Jenna Menard is none too shabby in her chosen field. And having cut her beauty teeth assisting the legendary make-up guru Dick Page, she has now landed the role of Clinique's global colour artist – thinking of it in Hollywood terms, it's a bit like winning the role of *The Girl with the Dragon Tattoo*.

As a psychology graduate, Menard knows all too well the feel-good power of make-up. "I love how it instantly boosts your confidence and completes your look, even if you can't afford that new dress you're dying for," she says.

Jenna backstage at Karen Walker

RALPH LAUREN S/S 2012

Jenna works her magic at the Karen Walker s/s 2012 show

The finished look on the runway, *left*

KAREN WALKER S/S 2012

PHOTOGRAPHS BY JASON LLOYD-EVANS, REX FEATURES, STILL LIFES BY DENNISPEDERSEN.COM

Q&A Jenna

Favourite celebrity client? "Carey Mulligan – it's been amazing watching her career blow up."

Best beauty tip? "Save space in your make-up bag and handbag by transferring small amounts of your favourite products into travel pots [try muji.eu]."

Skin tip? "Start every day with a juice blend of beetroot, carrot, spinach, ginger and aloe vera. It's packed with vitamins and minerals."

Best free tip? "Go for a run, even if it's only for ten minutes for that healthy, dewy look."

Jenna's clients

Uma Thurman

Carey Mulligan

Kate Winslet

Jenna's s/s 2012 arsenal

Eyelash Curler, £13, MAC (0870 034 2676)

"A common error with lash curlers is to clamp down for too long. Hold down for two seconds, then apply a curling mascara. Try Clinique's High Impact Curling Mascara [*right*, £16; 0870 034 25660]."

Almost Lipstick in Flirty Honey, £16, Clinique (0870 034 2566)

"I prefer sheer colours for spring – they won't bleed or fade."

Nail Polish in Happy Birthday, £16, Deborah Lippmann (020 7003 4000)

"Have fun with nail polish colours and textures. If your lip colour is matte, go for a metallic nail."

Make-Up Sponge, from £14.50, Beautyblender (cultbeauty.co.uk)

"To get an evenly applied base, work foundation outwards. To clean the sponge, just pop it in the wash."

Lid Smoothie in Seventh Heather, £17, Clinique (0870 034 2566)

"This is so versatile. Wear alone or apply a powder shadow in a similar shade on top. Using a brush will give thicker coverage."

"Radiance-boosting foundations can make skin sweaty in warmer weather, so find one with a matte finish. If you want a touch of shimmer, just avoid your T-zone."

Stay-Matte Oil-free Make-Up, £21.50, Clinique (0870 034 2566)

Tweezers, £20, Tweezerman (0845 262 1731)

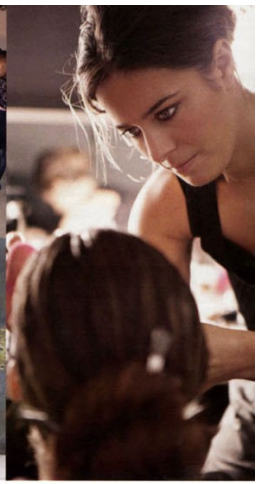
"A good pair of tweezers is essential! Always clean with shampoo under warm water and be sure to use Tweezerman's free sharpening service." ■

Jenna Menard

Art Department

Clinique presentó a JENNA MENARD

Jenna Menard y Loreto Herman.



La primera Global Colour Artist de la marca fue la protagonista de un glamoroso evento internacional *donde se entrevistó con corresponsales de las principales revistas de* América Latina, Asia y Medio Oriente.

Por: Loreto Herman, corresponsal

Jenna Menard es la primera Global Colour Artist de Clinique y la marca la presentó al mundo en un evento global que se realizó en varias etapas en la ciudad de Londres. Editoras de belleza y corresponsales principalmente de América Latina, Asia y Medio Oriente, tuvimos el privilegio de conocerla y compartir con altos ejecutivos de la marca.

Todo se realizó de modo que las invitadas tuviéramos un recuerdo imborrable. El día del cocktail-presentación de Jenna Menard, llegó a mi casa una limusina enviada por Clinique para llevarme a la muy chic y modernista Galería Phillips de Pury, una de las más prestigiadas de arte moderno en Londres, ubicada en el barrio de Victoria.

Una hora antes había llegado, a través de un mensajero, un hermoso regalo acompañado de una cordial tarjeta del equipo global de marketing de la marca: "Esperamos que disfrute de esta velada. Aquí, un recuerdo del tiempo que pasó con nosotros". Era una bolsa de "goodies", como llaman en Londres a los regalos pequeños y finos: los más recientes lanzamientos de Clinique que consistían en su máscara de pestañas y los fabulosos "chubby sticks", revolucionarios lápices labiales con última tecnología para mantener los labios frescos, humectados y con el color adecuado para cada tez. Por supuesto, todo antialérgico. Y como toque especial, un enorme pañuelo de seda de la famosa casa Liberty, en blanco y azul, con un diseño muy moderno y floral del Union Jack, la bandera británica.

Cual celebrity llegué en mi limusina a la galería de arte cuyos grandes espacios estaban repletos de periodistas y ejecutivos de Clinique: en su mayoría hermosas mujeres elegantemente vestidas. Las amplias paredes blancas habían sido decoradas con sistemas audiovisuales, mostrando los diversos productos de la marca. Decenas de garzones nos ofrecían a probar diminutivos canapés y otras tentaciones aún mayores: sombras para los ojos, labiales... la belleza de Clinique en bandeja.

Al día siguiente, nuevamente chofer y gran limusina a mi puerta, esta vez para llevarme a la entrevista con Jenna Mennard en una luminosa sala en el West End. Allí, la talentosa Global Colour Artist compartió con las corresponsales de América Latina su filosofía profesional: el maquillaje debe complementar la belleza natural de cada mujer.

Jenna Menard triunfó en Nueva York gracias a su talento, habilidad y la pasión que pone en su trabajo. Ha realizado producciones para revistas, también trabajó en la famosa Fashion Week de esa ciudad y entre sus clientas se encuentran Kate Winslet, Uma Thurman y Sofía Coppola. En junio de 2011 debutó en el cargo que actualmente ocupa en Clinique, en donde trabajará en colaboración con el equipo científico que desarrolla los productos de la marca: ellos a cargo de las fórmulas y Jenna, aportando su perspectiva artística, su inspiración y conocimientos.

Nos contó que a muy temprana edad comenzó a apreciar el poder de transformación de la mujer. Su madre era dueña de un salón de belleza en Pennsylvania y allí comenzó a darse cuenta cómo las clientas salían del lugar felices y con más confianza en sí mismas gracias a sus nuevos "looks" en peinados. Intrigada por esta observación, la joven Menard llegó a la conclusión de que el maquillaje podría tener ese mismo poder extraordinario de transformar sutilmente a la mujer y complementar su belleza.

Jenna nos habló también de la "Mujer Clinique", el concepto eje de la marca que se refiere justamente a la consumidora que visualizan como seguidora de sus productos; una mujer que no se maquilla en exceso, pero se ve siempre elegante y a tono con su personalidad. Nos dijo que ella identifica a la Mujer Clinique con su propia madre: siempre hermosa y elegante, sabía lo que le gustaba y le quedaba bien, y siempre fue leal a Clinique. Recuerda que como siempre vio esos productos en su casa, pensaba que eran los únicos que existían en el mundo.

"La Mujer Clinique es elegante y discreta, cuidadosa de su piel; sabe lo que quiere, lo que la hace sentirse regia", nos dijo, y agregó: "Cuando maquillo a una mujer, sé que ella quiere verse y sentirse estupenda, por eso yo quiero que, de algún modo, se convierta en la Mujer Clinique".

Nos despedimos y recibimos otro lindo regalo, esta vez los productos favoritos de Jenna Menard en Clinique: la crema hidratante Moisture Surge Intense, el suero para los párpados All about Eyes Serum, la sombra para ojos Lid Smoothie 8 hr. eye colour, un "gloss" labial, un delineador y la nueva Bottom Lash Mascara con un minúsculo cepillo creado en Japón para las pestañas del párpado inferior, un producto muy nuevo sumamente práctico.

La limusina y el chofer me esperaban para llevarme de regreso a casa. Una gentileza típicamente Clinique: refinamiento puro. ■

Jenna Menard

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LENS CRAFTER

With flaw-blurring skills that could put Photoshop out of business, Jenna Menard has both Hollywood and the fashion world covered. *By Britt Aboulaleb*

What Jenna Menard remembers most about her mother's basement hair salon in Philadelphia are the women who left "with a little hop in their step," says the NYC-based makeup artist, who was recently tapped to be Clinique's new global color artist. Although Menard graduated college with a psychology degree, she now practices color therapy on celebs including Kate Winslet, Sofia Coppola, and Uma Thurman: "The best part of makeup is just how good people feel in it." After an internship as a makeup assistant on the set of 2004's *The Stepford Wives* remake (a crash course in "corrective beauty," she says; "They were Stepford wives, so they had to look perfect"), Menard started an apprenticeship with makeup guru Dick Page, who introduced her to his fashion-world colleagues, his celebrity fan club, and, most importantly, his just-wash-it-off philosophy of life: "He would always say things like, 'It's just makeup; it comes off. We can always change it,'" Menard says. "When someone tells me I do skin better than anyone, I still call him up to thank him."

What's the major difference between runway and red-carpet makeup?

For runway, it's a matter of looking good for 15 to 20 minutes, whereas for the red carpet it's a matter of hours. So, for example, using hard-to-remove waterproof mascara backstage on the models isn't fair to them, since they have to run from show to show. For the red carpet, I try to avoid anything with too much slip—any Vaseline-like or greasy product—which could travel on the face and end up in a spot where it's not supposed to be.

Has HD technology changed the way you approach celebrity skin?

My trick is layering cream under powder to create a look that is natural enough to the eye but just as stunning through the paparazzi lens. A cream blush topped with a powder blush in the same shade lets the natural texture of skin show through. And for dewy skin, I'll hit the top of the cheekbones, the bridge of the nose, and the bow of the lip with a liquid highlighter and then follow with translucent powder above the brows, along the sides of the nose, and on the chin to get rid of extra shine. If you overpowder, just mist your face with a water spray or pat your skin with a damp sponge.

And for eyes?

There's something so simple that anyone can do to make the eyes look bigger and more awake. Use a shimmery shadow one shade lighter than your skin tone above the lash line, then load up on the mascara. It makes your lashes pop and really opens up the eyes.

Clinique is known for its three-step system, but I hear you think four are necessary?

If you wear foundation or concealer, or even if you just live in a city, you'll have a lot of build-up on your skin, which means you need to take off your makeup before you use cleanser. If you just throw face wash on and work it around, everything won't come off.

Clinique Black Honey has gotten more mentions in ELLE in the past 25 years than any other lipstick shade. What's the secret to its success?

It gives just enough color to show on every lip tone but doesn't make anyone feel uncomfortable when wearing it. It just looks like you've done something but not in an "Oh my gosh, that's so *done*" sort of way.

"I have a **CLINIQUE** *Chubby Stick in my possession 24-7," Menard says—"The color is buildable, starting as a tinted balm and reaching a lipstick finish"; to create the "widest eyes ever," hit hard-to-reach inner corner lashes with* **CLINIQUE** *Bottom Lash mascara's microsize brush;* **CLINIQUE** *Cream Shaper For Eyes in Black Diamond is Menard's everyday essential; for "texture with little to no effort," Menard spritzes* **BUMBLE AND BUMBLE** *Surf Spray on her wet hair before air drying—"The grit helps me achieve that 'slept-on' look."*

Menard: Shannon Holm; still lifes: Steven Krause

Jenna Menard

Art Department

simply more prone to arthritis. There are other types of faulty scaffolding besides my dysplasia. Many people have another abnormality called impingement: a bump on the ball or the socket that, in sports requiring lots of repeated crosswise kicks and mobility—gymnastics, ice skating, and soccer, for instance—can shear the cartilage down to where bone meets bone.

Fortunately, new strides in orthopedics aim to offset the development of both injury and arthritis in young athletes and ultimately reduce the need for surgery. Some hospital orthopedic departments have devised stretching regimens tailored around the knee to help girls prevent ACL trauma. For hips, aided by new arthroscopic techniques and cutting-edge imaging, doctors have begun to identify abnormalities in people who are bedeviled by premature pain. Now surgeons can repair the cartilage, remove the bony bumps, or fix dysplasia early on, so that the person can compete with a normal ball and socket.

One of the pioneers in identifying and correcting these deformities is Marc Philippon, M.D., who, as an orthopedic surgeon at the Steadman Philippon Research Institute in Vail, Colorado, has treated the hips of many elite Olympic and professional athletes, including gold medalists Julia Mancuso and Tara Lipinski. "In our generation, hopefully we'll be able to have an impact on joint preservation and reduce the number of people who need hip replacement at an early age." Surgery is an option, but so is finding ways to adapt to the unlucky anatomy. "If I had seen you when you were eighteen," Philippon says, "I might have said, 'If you want to keep this hip for the rest of your life, you need to focus more on biking, swimming, on stuff that maybe you can learn to like.' " In yoga, he advises stretching to the point of tension but not into pain—going for 70 degrees of flexion instead of 90.

TITLE IX USHERED IN AN ERA IN WHICH ATHLETIC GIRLS HAVE MORPHED INTO WOMEN WHO CAN SMASH A KILLER OVERHEAD . . . BUT OUR WOMANLY ARCHITECTURE HASN'T COMPROMISED

I'm avoiding yoga for the moment because my other hip is running on empty. The surgery is an ordeal, and so is the recovery. Last time, I needed a blood transfusion, and when I left the hospital, I inched around with a walker, nauseated on painkillers, weepy off them, freaked out by the alien hardware that was fusing to my flesh. Most hip patients endure months of physical therapy and a grueling road to walking, driving, or climbing the stairs again. My doctor subscribed to the do-it-yourself method of rehab and prescribed a strength-training exercise and walking program I did at home. After six months, I felt almost as limber as a newborn. One more surgery on the other side, and my body, my life, and those power hips will be back where they belong—on the beach, walking strong. □

PHENOMENON

BB CREAMS

IF YOU DON'T ALREADY have a BB cream tucked inside your makeup bag, it's likely you will soon. First conceived by a German dermatologist as a panacea for sensitized post-procedure skin, the all-in-one "beauty balms"—equal parts tinted moisturizer, sunscreen, mattifier, anti-ager—made their way to South Korea in 2001, introduced by Dr. Jart, the popular skin-care brand directed by a collective of Korean dermatologists. The do-it-all BBs spread like wildfire, quickly dominating the beauty markets in Japan, Southeast Asia, and China. "If you go to a drugstore in Asia, you will barely see any foundation—we don't use it anymore," says Dr. Jart's Sena Kang. Finally, BBs are heading to the U.S., with brand-new introductions from Dior and Estée Lauder, Garnier, Boscia, 3Lab, and Dr. Brandt. Sensing the imminent demand, Sephora has devoted an entire section to them in their stores. "There's a lot in a BB cream that makes it different from just a tinted moisturizer, like the fact that you can conceal blemishes, soothe irritation, control oil and shine," says makeup artist Jenna Menard, who has been using Clinique's new Age Defense BB as a primer beneath foundation to give it better grip. "Everyone wants one product that does everything."—FIORELLA VALDESOLO

MULTITASKERS
FROM FAR LEFT: BB CREAMS FROM DR. JART, ESTÉE LAUDER, GARNIER, CLINIQUE, AND DIOR.

Jenna Menard

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STYLE SPY

COMEBACK

LIPSTICK LEGEND

Why Clinique's '90s breakthrough Black Honey still inspires fervent devotion.

MY FIRST LIPSTICK WAS MY MOTHER'S, and it was Clinique Black Honey. My mom is a natural beauty, a total foundation-phobe who subsists on just a bit of mascara and a lot of barely there lip color. When I was growing up, she never went anywhere without Clinique's unforgettable chrome tube, and there was a deep curve in the bullet (the lipstick itself) from ceaseless use.

Certain beauty products require no introduction: Crème de la Mer, Maybelline's Great Lash Mascara, Elizabeth Arden's Eight Hour Cream. Clinique's Black Honey belongs in that group. Its cult status is well deserved. The balmlike texture makes it soothing on the lips, and its raisin hue is subtle and flattering on virtually everyone, the sort of sheer shade that, should you be without a mirror, can be reapplied without risking disaster.

Lipstick has experienced a renaissance of sorts over the past few years. Whether or not this is related to the trying economic times, as the so-called "lipstick index" suggests, there has been a push to start wearing the product again. It was long a runner-up to gloss, but once the trend gained momentum even the most timid makeup users could be seen flaunting painted pouts. For spring, however, the palette is a bit more subdued, earthy almost, which means that the high-maintenance lip—richly pigmented and liner-requiring—is losing its cachet.

CULT CLASSICS
Clinique's latest Almost Lipsticks ($15) are available in a variety of hues at clinique.com.

Clinique's latest add-ons to its Almost Lipstick line offer the ideal antidote. Each of the seven new variants of the classic Black Honey, from the berry-tinged Chic Honey to the hot pink Flirty Honey, is as wearable as the original. "Just like Black Honey, these new shades look amazing on everyone," Jenna Menard, Clinique's Global Colour Artist, says. "They're sheer, and they work with your natural lip tone to create a custom color."

I dutifully tested out the entire range, but, thanks to my mother's enduring influence, Black Honey is the shade I return to again and again. Now I too am never without that polished chrome tube. KATHERYN ERICKSON

CHRISTOPHER COPPOLA/STUDIO D. STYLED BY JOHN OLSON; © IAN NOLAN/ALAMY (LIPS)

Jenna Menard

Art Department

best trick ever:

SEXY LASHES!

We could listen to Clinique global colour artist Jenna Menard talk about makeup for hours, but her tip for making lashes pop is the greatest: "I like to dab a bit of light, shimmery shadow right on the middle of the lid, as if you had just pressed your pinkie finger there. Then, when you put on mascara or curl your lashes, your lashes stand out like crazy because you have a little bit of lightness behind them."

Clinique Color Surge Eyeshadow Soft Shimmer in Iced Mauve, Clinique High Lengths Mascara in Black, $15 each, clinique.com

Jenna Menard

Art Department

Beauty

Your guide to getting gorgeous, from head to toe

BEST LOOK

1. **CLINIQUE** Colour Surge eye shadow in Desert Sun, $15; clinique.com. **2. LANCOME** Artliner Precision Point eyeliner in Noir, $29; lancome-usa.com. **3. LANCOME** Le Stylo waterproof eyeliner in Noir, $26; lancome-usa.com.

Inner-Rim Eyeliner

KATE WINSLET

The hottest beauty-insider secret? "Reversed black liner," says makeup artist Jenna Menard, who layered Winslet's inner lash lines with black pencil and liquid liner, leaving lids nearly naked with just a touch of pink shadow. "It gives nice definition without looking harsh." For a clean, even sweep, Menard recommends pulling your temples up while thinly sketching in the line. Use a pointed Q-tip to clean up any imperfections.

InStyle / JULY 2011 115

Jenna Menard

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jenna menard.

Lives: New York City
Occupation: Make-up artist
"Jenna's been the make-up director on many of our shows in New York, including the last two. Jenna's a really gifted make-up artist with an approach to her work that fits beautifully with our style. She creates fresh, modern looks that are un-laboured and never look 'done'. You don't see make-up when you look at Jenna's work – you see the girl." KW

If you had 24 hours to show the best of your city to a friend, where would you take them?
"I would show them the New York City that I love. It's not always about Times Square, Canal Street, Rockefeller Center and crowds. I would like them to see that it's about the diversity, tree-lined blocks, The Highline, Hudson River Park, the ease of getting around, views of the iconic skyline, neighborhood coffee shops, amazing restaurants ..."
What do you love about New York?
"New York City is a special place ... there is not much I don't love!"
Which fictional character would you like to be for 24 hours?
"I'd have to say an Avatar."
Who would you cast to play you a movie?
"Eva Mendes or Rachel McAdams."
Where did you last fly to and why? "To Florida with my mother, three sisters, and niece!"
If someone gave you $1,000, what would you spend it on?
"If I had to spend it I would, but I'd prefer to save it!"
What's your best beauty tip?
"Less is more sometimes. And beauty rest is important!"
Who was the last celebrity you met?
"I have the pleasure of working with celebrities. Recently I was working with Kate Winslet on the set of a Paris *Vogue* shoot and also met Penelope Cruz."

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