

# Art Department

VOGUE

The Best Beauty Looks at The Tony Awards 2018



Kerry Washington



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.

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.

**V**iajamos 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 viajé 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.



### 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 preciada 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.

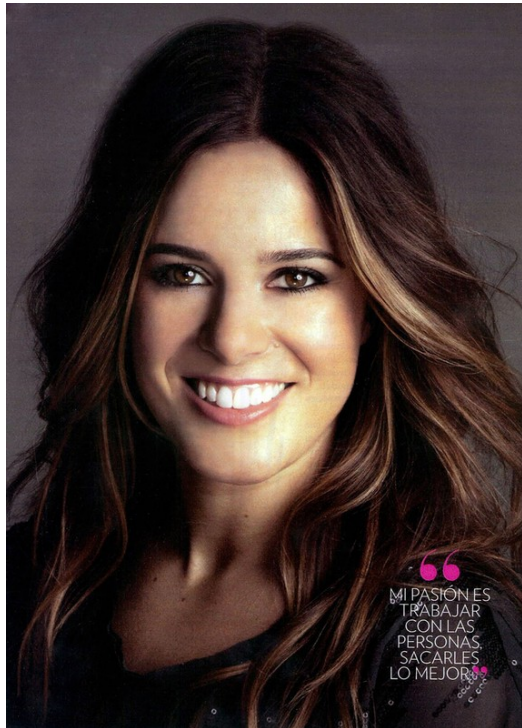
#### • OJOS DE COLOR

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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# Art Department



Beauty **B**AZAAR

**INSTANT CHEEKBONES**

*Take it, fast: The quest for perfect bone structure ends here. By Jessica Prince*

CONTOUR MAKEUP is back, big-time. (Think Gucci Gels, not Roddy Home!) Highlighting and shading “can take years off your face and give you structure that’s not actually there,” says makeup artist Sonia Kashuk. While the look may seem intimidating, “keep it simple with three products,” adds Clinique Global Colour Artist Jenna Menard: a sculpting product or bronzer, blush, and highlighter. Apply foundation, then follow these steps.

**ASSEMBLE YOUR KIT** The goal is to emulate your skin’s natural tones so your results look “as real as possible,” says Kashuk. For the deepest “shading” color, you’ll need a sculpting product or a matte bronzer two shades darker than your skin (foofing orange-based or shimmer). Use your favorite rosy blush, then choose a pearlized silver or gold highlighter. Keep the textures consistent throughout.

**BLEND, BLEND, BLEND** Step 1: Dip an angled brush in your sculpting shade, suck in your cheeks, and blend the product down the sunken line in an up-and-down motion. Stop an inch from your mouth. Step 2: Using a circular motion, diffuse the blush on just the apples of your cheeks. Step 3: Highlight the uppermost point of your cheeks with Menard’s trick: Place a finger below your brow bone near the outer corner of your eye and move it down until you feel your cheekbone—that’s where you’ll apply highlighter. Soften it until all harsh lines have disappeared.

**GOODBYE, JOWLS** For those over age 50, the focus should shift from your cheekbones (they hollow out naturally over time) to defining your jaw. Dust bronzer under your jawline, and blur the edges into your neck.

L’Oréal Paris Visible Lift Blush in Soft Peach, \$14.99  
 Butter Lovers Creamy Highlighter in Peach, \$24  
 Neige Aesth. The Sculpting Powder, \$24  
 Dermablend Professional Sculpting Blush, \$25  
 Clinique Chubby Stick Cream Color Balm in Soft Peach, \$19.50  
 Sonja Kashuk Chic Defining Contour Stick, \$30.99  
 Flower Beauty Glitter Oil Highlighter in Pearl Shimmer, \$9.99  
 Sephora Collection Hunter Highlighter Contouring Brush Set, \$45 (for brush)  
 By Terry Terrylicious Oil-Free Blush, \$15  
 Tom Ford Beauty Shade & Illuminate palette, \$75  
 Dolce & Gabbana The Sunlight in Eau, \$47

**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!

¿Qué aspecto de tu trabajo prefieres? Ya sea en un *shoot*, 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. ☺

**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 pestañas, High Lengths Mascara (22,50 €).

**3 looks DE PRIMAVERA**

Para el verano, Jenna propone colores luminosos. “Adoro los corales y los rosos vibrantes. El coral queda bien a todas y puede ser una estúpida alternativa al clásico rojo.”

CUALQUIER LOOK DEBE HACERTE MÁS BELLA  
 FOTOS: SEAN CHINNIGAM, D.A.  
 SMOKY TIERRA Y LABIOS FUSCA  
 EYE LINER Y LABIOS CORAL  
 OJOS EN VERDE Y LABIOS ROJOS

**KPACOTA**

**ВИД СВЕРХУ**

Art-директор Clinique, Джэнна Менард рассказывает с Иришей Куйриной о Нью-Йорке и доказывает, что макияж и искусство существуют не только в Европе, но и в Америке.

Н в самом деле Джэнна не родилась в Нью-Йорке, но Пенсильвания не так далеко. Однако этот город манил ее с самого детства. «Я с детства влюблена в Нью-Йорк. Рождество, ведь именно в это время родители сажали меня в машину, и через какое-то время два часа мы оказывались в самом сердце Нью-Йорка...» рассказывает она. «Правдивая информация, красивые люди, отличное ресторанье и, конечно, женщины, которые мы каждый раз посещали. Ирландские шоу были едва ли не самыми яркими впечатлениями детства. С момента переезда в Нью-Йорк Джэнна больше ни разу не была на авиалайне, да и другие «туристы» часенно маршруты остались в далеком прошлом. «Создания, когда живешь в большом городе, музеи и театры посещать только тогда, когда приеżdжают друзья, которым надо продемонстрировать город по 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. Нью-Йорк у нас начинается с удивительного, бурлящего и, на мой взгляд, абсолютно американского»

«МОЙ СЕГОДУШНИЙ НЬЮ-ЙорК: ЭТО ДАВНТАУН. ДЕСЯТЬ МОЖНО НАЙТИ ВСЕ, ЧТО Я ТАК ЛЮБЛЮ!»  
ДЖЕННА МЕНАРД

270 | КАРЬЕРС В АЗАР | Июнь 2012

# Jenna Menard



# Art Department

**GRAZIA**  
красота

Какой оттенок помады выбрать и чем подводить глаза? Об основных тенденциях весеннего макияжа **GRAZIA** узнала у топ-эксперта моды у их создателей!  
Текст: Наташа Богданкина, Екатерина Федосеева

## Растисали В КРАСКАХ

**ГЛАВНОЕ ПРАВИЛО** сезона — больше света, и это естественно, ведь все участники сериалов макияжа Кэриш Губы, Свейли Руничей и много других — это любители макияжа. Для помады Кэриш Уайтс в моде насыщенно-розовая помада, которая позволяет выглядеть максимально естественно. Скрыть недостатки можно с помощью макияжа — как для лица, так и для волос.

Красивые губы также актуальны — идеально подойдут оттенки помады, найденные в коллекции Chubby Stick唇膏. Постарайтесь с максимальной осторожностью использовать помаду. И главное — используйте помаду, в отличие от помады, для которой обычно берут кисточку.

Несмотря на обилие ярких цветов, в моде помады не светлее, чем в прошлом сезоне. Не забывайте о классической черной помаде Кэриш Уайтс — это помада, которая в моде уже много лет. Помада для макияжа макияжа! Помада — это помада, которая не имеет ничего общего с помадой, которую мы привыкли видеть в магазинах.

Самые красивые помады сезона — это помады без воды и с большой текстурой — как помада Кэриш Уайтс. Помада Кэриш Уайтс — это помада, которая не имеет ничего общего с помадой, которую мы привыкли видеть в магазинах.

Узнайте о главных тенденциях макияжа — это помада, которая не имеет ничего общего с помадой, которую мы привыкли видеть в магазинах.

1. One Color Lipgloss, \$12, Price On Call, 1200 York St, New York, NY 10013.  
2. One Color Lipgloss, \$12, Price On Call, 1200 York St, New York, NY 10013.  
3. One Color Lipgloss, \$12, Price On Call, 1200 York St, New York, NY 10013.  
4. One Color Lipgloss, \$12, Price On Call, 1200 York St, New York, NY 10013.  
5. One Color Lipgloss, \$12, Price On Call, 1200 York St, New York, NY 10013.

## BEAUTY

### Jenna's APPLICATION

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

Jenna Menard didn't know it at the time, but the local housewife 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 mood as they left proved so persistent that after graduating from the prestigious Lafayette College with a bachelor of arts in psychology, she put her studies in good use (not with an internship at 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? "I was age 16 when I was in college, a friend knew [Academy Award-winning costume designer] Ann Roth, so I gave her my number, and I just called her up," she recalls, now somewhat bemused by her bubbly behavior. "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 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 Matz and, although the world of fashion, hair 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. Clinique's Menard is all about the eye, babyage 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 disheveled hairdo together with single hairpins ("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 looking her for red-carpet appearances and cover shoots — she gravitates towards teases and a tendency to "stay on the natural side and work in little pops of colour".

Menard finds inspiration in simple things, posting girly Instagram shots of a container of clear plastic thumbtacks and sewing charms 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 black and either wear a lipstick like Clinique's Red Red Red or Runway Coral," she says. The latter is a limited-edition she presented Clinique upon producing after mixing up a covetable single-ingredient for Karen Walker's recent *S/5 2012* show.

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

Chubbies, for the uninitiated, are Clinique's iconic, retexturing 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 ton of colour that's easy to

build, and a hint of sheer. Blockbuster sales since their debut 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 and 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 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 ever-larger shades for her new mini-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 re-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.



Clinique Chubby Stick  
Moisturizing Lip Color Balm  
\$12 each, 1000 556 948

# Jenna Menard

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# Art Department



1<sup>ST</sup> 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.

**S**ie ist eine der ganz Großen ihrer Zunft. Bei den internationalen Top-Magazinen wie *Vogue*, *Elle* oder *Young* Fan gerade sie weltweit einen exzellenten Ruf. Und Hollywoodstars wie Sofia Coppola, Uma Thurman oder Kate Winslet schwören auf das Farthgefühl von Jenna Menard, Chief 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.

**Wann ist Make-up für Frauen im Alltag unverzichtbar?**  
Jede Frau hat wahrscheinlich ihren ganz eigenen, persönlichen Bezug zu Make-up. Doch generell hilft es, um 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 die 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 Lidcharpen und Mascara beginnen.

**Apres-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 Kino ein bisschen zu lieben, so dass man fast hinterherblicken 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 Lidcharpen. Wie kann man vermeiden, dass sich dieser in den Augenrinnen am Lid festsetzt?**  
Das passiert immer dann, wenn zu viel Lidcharpen aufgetragen wird, selbst wenn es sich dabei um Produkte handelt, die eine Long-Lasting-Formel beinhaltet. Es gilt hier die berühmte Regel: Weniger ist mehr. Ein den Lidcharpen noch haltbarer zu machen, gebe ich zum Abschluss gerne noch einen Hauch Powder 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 Spring* 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, sticht mit viel Feuchtigkeit und findet in jeder Handfläche Platz. Doch das Beste daraus ist: Er lässt sich so einfach auftragen, dass man dazu nicht einmal einen Spiegel braucht.

SUSANNE BAHL



Üppige Farben, intensive Pflege und eine erogene Textur zeichnen die wunderbare unvollkommenen „Chubby Stick“ von Clinique aus.

GRAZIA PICKS

GRAZIA

### 对话倩碧色彩艺术家

## Jenna Menard

**倩**碧色彩艺术家 Jenna Menard 携手倩碧，已有一年时间，她的专业知识和丰富经验赢得了全球消费者的广泛认可。2012年3月，倩碧携手全球顶级的彩妆品牌彩妆，GRAZIA 也有一次和 Jenna 的特别对话。除了分享她2012 最新的彩妆趋势外，Jenna 还和我们分享了她的彩妆技巧。

Jenna 首先和我们分享了今年夏天最流行的色彩。她认为今年夏天的色彩趋势是：色彩鲜艳、充满活力、充满能量。她认为今年夏天的色彩趋势是：色彩鲜艳、充满活力、充满能量。她认为今年夏天的色彩趋势是：色彩鲜艳、充满活力、充满能量。

蓝色和珊瑚红色，包括了 8 款性感的色彩。同时，其中还包含许多柔和的珊瑚色。她认为今年夏天的色彩趋势是：色彩鲜艳、充满活力、充满能量。她认为今年夏天的色彩趋势是：色彩鲜艳、充满活力、充满能量。

就像倩碧一直倡导的女性自然的美丽感一样，Jenna 的理念也是女性自然的美丽感。她认为今年夏天的色彩趋势是：色彩鲜艳、充满活力、充满能量。她认为今年夏天的色彩趋势是：色彩鲜艳、充满活力、充满能量。

# Jenna Menard

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# Art Department



**6 BEAUTY**

## IM RAUSCH DER TIEFE

Die Party-Make-up-Trends dieser Saison wirken ziemlich intensiv. Neue Farbkombinationen verstärken jetzt die Anziehungskraft von Augen, Lippen- und Händen... Dafür brauchen sie keinen Flirt-Coach: die besten Tipps kennt Jenna Menard, Global Colour Artist von Clinique.

FOTOS: KENNETH WILLARDT



**BLAU**  
Lidschatten „Micro-shadow: Deep Blue“ von Make Up Store, um 13 Euro



**ROSE**  
Gloss: „Long Last Glossver“ 10“ von Clinique, um 19 Euro



**GOLD**  
Lidschatten: „Metallic Eye Shadow 18“ von Bobbi Brown, um 25 Euro

*Die Kombination der Farben verleiht dem Look seine Tiefe: Das dunkle Blau ist erregend, die goldenen Highlights öffnen den Blick. Gelbes für erst dem inneren Lidschatten auf das bewegliche Lid, anschließend bis knapp zur Braue. Das Blau in der Mitte kräftiger verteilen, die inneren Augenwinkel ausparieren. Dicht am äußeren Wimpernwand mit einem Kapitalfingerringe Lidschatten auftragen, die Farbe nach außen verstärken. Mit dem Pinzel Gold-Lidschatten in die Augenecken auftragen. Wimpern schwarz lackieren, Lippen mit Rosé-Gloss betonen. Die Fingernägel leuchtend decoulieren – in Pastellblau.*

**GLAMOUR 185**



### UNSER MAKE-UP-PROFI:

Jenna Menard styلت schon Stars wie Emily Blunt oder Taylor Swift. Als Global Colour Artist von Clinique arbeitet die Amerikanerin, 31, auch an der Entwicklung von Farben und Auftragsanweisungen. End als Make-up-Artist für Magazine wie „Vogue“, „Us Weekly“ und natürlich „Glamour“.

**Ihre Lieblingsprodukte:**

Fehliger Lip Balm als Stift: „Chubby Stick Moisturizing Lip Colour Balm 04“, um 20 Euro.  
Wimperntusche nur für die unteren Wimpern: „Bottom Lash Mascara“, um 14 Euro, ab August bei uns erhältlich.  
Kaputt in Schwarz: „Anhydrazin“ „Quickliner for Eyes Intense 05“, um 19 Euro.  
Alle Produkte von Clinique.



**LILA-METALLIC**  
Lidschatten: „Color Surge Eye Shadow – Soft Shimmer 209“ von Clinique, um 19 Euro



**DUNKELBLAU**  
Kajal: „Powerpoint Eye Pencil – Navy Star“ von Max, um 17 Euro



**BEIGE**  
Lipgloss: „3000-gloss“ von Beauty in Life, um 25 Euro

*Die richtige Grundierung lässt den Lidschatten hier so intensiv wirken. Vorher ist etwas Frisch zu viel? Jähelichere Comedischatten auf dem gesamten Lid und verteilen sie bis zur Braue. Auch unter das Lid, dicht an den Wimpernwand, einen Teiler Frisch geben. Darüber oben und unten, der Lid-Metallic-Lidschatten pinxeln. Das Frisch darf unter der Braue und entlang des äußeren Wimpernwand leicht durchstrichern. Als Kajal im unteren Lid dunkelblauen Kapitalfingerringe auftragen. Dieses Covering auf den Lippen verteilen und mit beigefarbenen Lipgloss übermalen. Als Nagellack von hinten ein zurückhaltendes beige-lila wählen.*

**186 GLAMOUR**

## Jenna Menard

www.art-dept.com









# 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** **AFTER**

1. Prime lips with a colorless lip primer like *Tom Ford Lip Primer* to create a smooth base.
2. Add depth and make lips look fuller. Fill in your lips with a light pink lip gloss like *Clinique Lipgloss*.
3. Apply lipstick. *Bluebird Lipstick* is a classic red shade that works well with darker tones.
4. Darken highlights over the cupid's bow to emphasize the arch.

### QUICK CONTOURING

**BEFORE** **AFTER**

1. Using the top edge of a brush, apply powder bronzer to the hollows of the cheeks before the cheekbones.
2. Use the flat side of the same brush to sweep translucent powder over the bronzer to set.
3. Blend a water powder blush over the apple of the cheek and along the cheekbones.
4. Use highlighter to sweep over the bridge of the nose and the inner corners of the eyes.

ELLE 364 www.elle.com

## strong brows

Mascara isn't the only way to draw attention to the eyes," explains Clinique Global Colour Artist Jenna Menard. "I like to frame the face with brows." Start with powder and finish with cream liner to get on the fast track to dramatic brows. Ella wears a Fendi jacket, Lupa Dina necklace, \$395.

# BEAUTY ACADEMY

Amp up your look! Master these four supereasy ideas from Clinique makeup artist Jenna Menard. Photographed by Raymond Meier.

162 AUGUST 2011

## glowing skin

Mix and match to create your own perfect product. Add a little liquid highlighter—like Clinique Lip-lighting Liquid Illuminator in Natural—to foundation to score effortlessly gorgeous skin," says Menard. "Curl your lashes and apply one coat of mascara, and you're set!" Rainey wears a Jil Sander Navy dress, Tom Binns safety-pin earrings, \$25; Cartier bracelet. Details, see in This Issue.

FASHION EDITOR: GLORIA BAUME.

## flushed cheeks

Don't be scared to go for a statement cheek—it's a quick and easy way to appear awake!" advises Menard, who suggests building up to a bright cheek slowly with a brush and blending thoroughly. Try Clinique Blushing Blush Powder Blush in Breathless Berry for a sweet, rosy glow. Richard Nicoll sweater; Dogeared earrings, \$40; Canyon color, \$210.

**watch it.** Get the best Vogue Insider app for iOS. The iPhone and iPod touch. Foundation 101: a new app from Clinique. Clinique artist Jenna Menard and her team. Vogue beauty director.

# Jenna Menard

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In this story: hair: Rutter for TIGI/Bed Head; makeup: Jenna Menard for Clinique; manicure: Michina Koide for Nars. Details, see in This Issue.

## 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 some 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.

**Favorite celebrity client**  
"Carey Mulligan - It's been amazing watching her career blow up."  
**Best beauty tip**  
"Save space in your make-up bag and have long by transferring small amounts of your favourite products into travel pots (try muji)."  
**Skin tip**  
"Start every day with a good blend of beetroot, carrot, spinach, ginger and olive oil. 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 s's 2012 arsenal**

- Almost lipstick in Ruby Honey, £18, Clinique (0870 034 2566)
- "I prefer sheer colours for spring - they don't bleed or fade."
- Leash Curler, £15, MAC (02 7034 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 2566)."
- Make-up sponge, from £4.50, Beautyblender (0208 040 2566)
- "To get an evenly applied base, work foundation outwards. To clean the sponge, dip pop in the wash."
- Lid Smoothie in Seventh Heaven, £17, Clinique (0870 034 2566)
- "A good pair of tweezers is essential! Always clean with shampoo under warm water and be sure to use tweezers with free sharpening service."
- Happy Birthday, £16, Deborah Lippmann (020 7003 4000)
- "Have fun with bright colours and textures. If your lip colour is matte, go for a metallic."
- "This is so versatile! You can use it as a powder shadow in a similar shade to top. Using a brush will give thicker coverage."

PHOTOGRAPHY: JENNA MENARD FOR CLINIQUE. STYLING: LUCY WATSON FOR CLINIQUE



POF: LORETO HERMAN, CORRESPONSAL

**J**enna 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 compartirla con ellas en una de las más prestigiosas 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 postal tarjeta del equipo global de marketing de la marca. "Esperamos que disfrute de esta vedada. 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 una máscara de pestañas y los bálsamos "Chubby stick", revolucionarios bálsamos labiales con última tecnología para mantener los labios frescos, hidratados y con el color adecuado para cada tez. Por supuesto, todo anti-alérgico. 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 landera británica. Cada look y regalo en el momento al gusto 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 diminutos canapés y otras tentaciones aún mayores: sándwiches para los ojos, labiales... la belleza de Clinique en burlas.

Al día siguiente, nuevamente chofer y gran limusina a mi puerta, esta vez para llevarme a la entrevista con Jenna Menard 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 com-

plementar la belleza natural de cada mujer. Jenna Menard nació 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 esta ciudad y entre sus clientes se encuentran Kate Winslet, Uma Thurman y Sofia Coppola. En junio de 2011 debutó en el campo que actualmente ocupa en Clinique, en donde trabajó en colaboración con el equipo creativo que desarrolla la producción de la marca, obra a cargo de las formadas y Jenna, aportando su perspectiva artística, su inspiración y su experiencia.

Neocósmica es una temporada dedicada a apreciar el poder de transformación de la mujer. Su madre era dueña de un salón de belleza en Pennsylvania y ella comenzó a darse cuenta cómo las clientes salían del lugar felices

y con más confianza en sí mismas gracias a sus nuevas "looks" en peinadas. Intrigada por esta observación, la joven Menard llegó a la conclusión de que el maquillaje podría tener ese mismo poder extraordinario de transformar sustancialmente a la mujer y complementar su belleza.

Jenna nos habló también de la "Mujer Clinique", el concepto epe de la marca que se refiere justamente a la consumidora que visualiza 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. Recordó 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, cuidada en su piel, sabe lo que quiere, le gusta hacer sentir regal, no dice y agradece. Cuando maquilla a una mujer, si que ella quiere verse y sentirse estupenda, por eso yo quiero que de algún modo, se conecten con la Mujer Clinique".

Nos despedimos y recibimos otro lindo regalo, esta vez los productos Inventivo de Jenna Menard en Clinique: la crema hidratante Moisture Surge Intense, el suero para los pórpulos All about Eyes Serum, la sombra para ojos Lid Smoothie 8 in 1 eye colorant, un "glaze" 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 innovador y práctico. La limusina y el chofer me esperaban para llevarme de regreso a casa. Una gentlemen típicamente Clinique: refinamiento puro. ■

# Jenna Menard



# Art Department



## LENS CRAFTER

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

lighter 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 over-powder, 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 shade 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 nice" sort of way.

**Has BB technology changed the way we 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 low of the lip with a liquid high-

But Jenna Menard remembers most about her mother's basement hair salon in Philadelphia—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 Lina Turcatto. "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*, she 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 BB technology changed the way we approach celebrity skin?**  
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## BEAUTY HEALTH

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 cross-leg kicks and mobility—gymnastics, ice skating, and soccer, for instance—can shear the cartilage down to where bone meets bone.

**F**ortunately, new strides in orthopedics aim to offset the development of both injury ailments 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. New surgeons can repair the cartilage, remove the bony bumps, or fix dysplasia and 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 medalist Julia Mancuso and Tara Lipinski. "In our

**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**

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 anatomy my "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.

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 hobbled around with a walker, massaged on painkillers, weeped 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 Sora Kang. Finally, BBs are heading to the U.S., with brand-new introductions from Dior and Estée Lauder, Garnier, Biossé, Slah, 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 so on," says makeup artist Jenna Menard, who has been using Clinique's new Age Defense BB as a primer beneath foundation to get it better grip. "Everyone needs one product that does everything." —MORILLA WILKES

**MULTITASKING** FROM LEFT: BB CREAMS FROM DR. JART, ESTÉE LAUDER, GARNIER, CLINIQUE, AND DIOR. [VOGUE.COM](http://VOGUE.COM)

## STYLE SPY

### COMEBACK LIPSTICK LEGEND

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

**M**Y 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 countless 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 balm-like texture makes it soothing on the lips, and its resin hue is subtle and flattering on virtually everyone, the sort of sheer shade that, should you be without a mirror, can be supplied 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.

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-tinted 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**

**CULT CLASSICS**  
Clinique's latest Almost Lipsticks (\$15) are available in a variety of hues at [clinique.com](http://clinique.com).



FEBRUARY 2012 [VOGUE.COM](http://VOGUE.COM)

CHRISTOPHER COPPOLA/ISTOCKPHOTO © STEVE BRONSTEIN/ISTOCKPHOTO © JANE MULLIGAN/ALAMY (LEFT)



JENNA MENARD

Makes your mascara pop!

### 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](http://clinique.com)

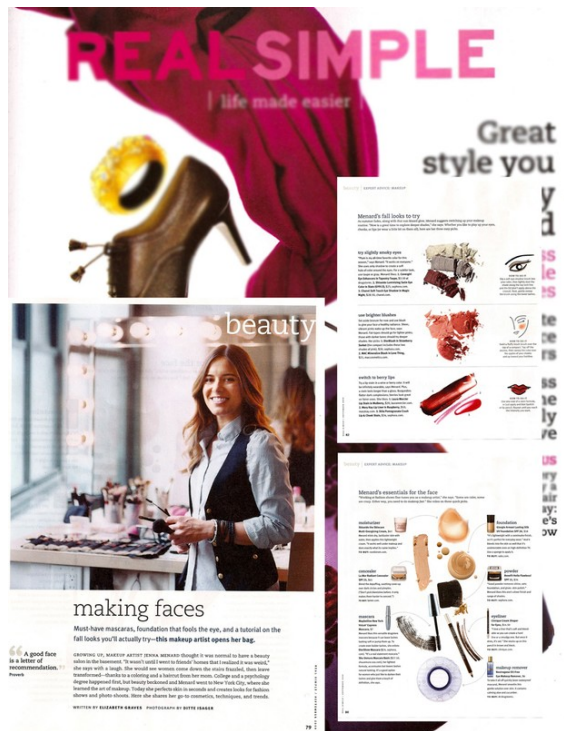
# Jenna Menard







# Art Department



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