

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.

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 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.

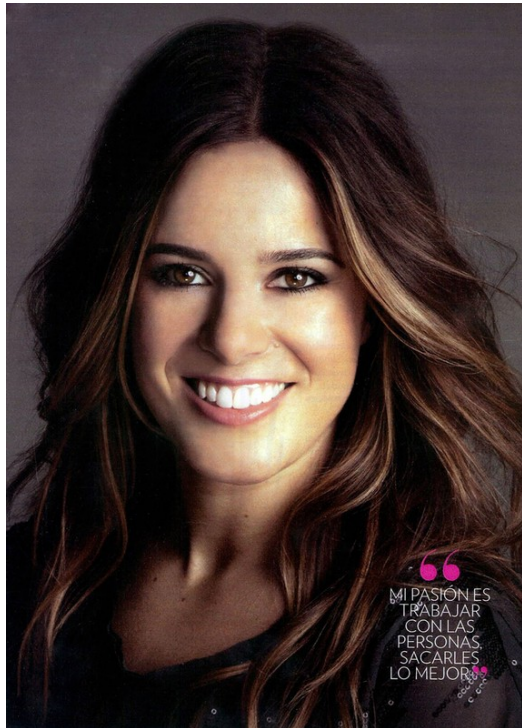
• OJOS DE COLOR

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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Beauty **B**AZAAR

INSTANT CHEEKBONES

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

CONTOUR MAKEUP is back, big-time. (Think Gucci Girls, not Rocky 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 Aestés The Sculpting Powder, \$24
 Dermablend Professional Sculpting Blush, \$25
 Clinique Chubby Stick Cream Color in Berry, \$19.50
 Sonja Kashuk Chic Defining Contour Stick, \$30.99
 Flower Beauty Glitter Oil Highlighter in Pearl Shimmer, \$9.99
 Sephora Collection Hunter Highlight 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

PlusEXPERTOS

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. ☺

“CUALQUIER LOOK DEBE HACERTE MÁS BELLA”

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.”

SMOKY TERRA Y LABIOS FUSCA
EYE LINER Y LABIOS CORAL
OJOS EN VERDE Y LABIOS ROJOS

FOTOS: SEAN CHINNIGAM, D.A.

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 мире образов и фотографий.

Н в самом деле Джэнна не работала в Нью-Йорке ни Пенсильвании не так давно. Однако этот город манит ее с самого детства. «Я с детства люблю Нью-Йорк. Рождество, ведь именно в это время родители сажали меня в машину, и через много-много лет часами мы останавливались в самом сердце Нью-Йорка», — рассказывает она. — Праздничная атмосфера, красивые люди, новые рестораны и, конечно, женщины, которые мы каждый раз посещали. Ирришевиче шоу были едва ли не самыми яркими воспоминаниями детства. С момента переезда в Нью-Йорк Джэнна больше ни разу не была на вокзале, да и другие «туристические маршруты» остались в далеком прошлом. «К сожалению, когда живешь в большом городе, музеи и театры посещать только тогда, когда приглашают друзья, которым надо продемонстрировать город по всей красе», — объясняет она. — Сейчас мой Нью-Йорк совершенно другой, и если есть возможность, я вообще не покидаю квартиру. Тут есть абсолютно все, что я люблю. Нью-Йорк у нас начинается с удивительного, бурлящего и, на мой взгляд, абсолютно американского

«МОЙ СЕГУШИВШИЙ НЬЮ-ЙорК: ЭТО ДАВАТ НАМ ДУХ, ЧТО МОЖНО НАЙТИ ВСЕ, ЧТО Я ТАК ЛЮБЛЮ!»
ДЖЕННА МЕНАРД

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Jenna Menard

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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 *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 gilt es, was 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 Lidcharakter 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 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 Lidcharakter. Wie kann man vermeiden, dass sich dieser in den Augenlidern am Lid festsetzt?

Das passiert immer dann, wenn zu viel Lidcharakter 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 Lidcharakter 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 unkomplexe „Chubby Stick“ von Clinique aus.

GRAZIA PICKS

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，倩碧将携手全球顶级的彩妆品牌彩妆，GRAZIA 也有一次和 Jenna 的独家专访机会。除了分享她 2012 最新的彩妆灵感趋势外，Jenna 还和我们分享了她的最新实用的上妆技巧。

Jenna 首先和我们分享了今年夏天最流行的色彩灵感。她认为，今年夏天的彩妆灵感来自于自然。她加入了更多成分，如植物精油，让彩妆更持久。她认为，持久的彩妆灵感，来自于彩妆的持久性。她认为，彩妆的持久性来自于彩妆的持久性。她认为，彩妆的持久性来自于彩妆的持久性。

蓝色和珊瑚红色，包括了 8 款性感鲜明的色彩，同时，其中还包含许多柔和的珊瑚色和粉色，能同时比一般彩妆更持久且自然的妆容效果。

就像倩碧一直倡导的女性自然的美丽美感一样，Jenna 的理念也是女性自然的美丽美感。她认为，女性自然的美丽美感来自于女性的自然美。她认为，女性自然的美丽美感来自于女性的自然美。她认为，女性自然的美丽美感来自于女性的自然美。

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Jenna Menard

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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. Geben Sie 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 Wimpernwinkel mit einem Kapitalfächer einen Lilastrich auftragen, die Farbe nach außen verstärken. Mit dem Pinzel Gold-Lidschatten in die Augenecken und außen. Wimpern schwarz lackieren, Lippen mit Rosé-Gloss betonen. Die Fingernägel leuchten dezent – in Pastellblau.

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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 Auftragsprodukten. 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 Augen bei uns erhältlich: „Kajal in Schwarz“.
- „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 Mac, um 17 Euro



BEIGE
Lipenstift: „2000-o-gentle“ von Beauty in Life, um 25 Euro

Die richtige Grundierung lässt den Lidschatten hier so intensiv wirken. Verteilen Sie etwas freisch zu viel! pinkfarbenen Comedischatten auf dem gesamten Lid und verteilen Sie ihn bis zur Braue. Auch unter das Lid, dicht an den Wimpernwinkel, einen tiefen Strich geben. Darüber oben und unten, der Lila-Metallic-Lidschatten pinseln. Das Pink darf unter der Braue und entlang des äußeren Wimpernwinkels leicht durchstrichern. Als Rahmen im unteren Lid dunkelblauen Kapitalfächer auftragen. Dieses Covering auf den Lippen verteilen und mit beigefarbenen Lippenstift übermalen. Als Nagellack ein helles ein zurückhaltendes Nude-Töne wählen.

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Jenna Menard

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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. Prep lips with a scrubber like *Tom Ford Balmescent* to create a smooth base.
2. Add depth and make lips look fuller. Fill in with a lip liner like *Clinique Lip Liner*.
3. Apply lipstick. *Blue Band* has a long-wearing formula that stays on all day.
4. Darken highlights over the cupid's bow to minimize the look.

QUICK CONTOURING

BEFORE **AFTER**

1. Using the top edge of a brush, apply powder bronzer to the hollows of the cheeks.
2. Use the flat side of the same brush to sweep translucent powder over the bronzer to set.
3. Roll a water powder blush over the apple of the cheek and along the cheekbone.
4. Use highlighter over the cupid's bow to minimize the look.

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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 Dada necklace, \$395.

BEAUTY ACADEMY

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

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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 behind-the-scenes look at the shoot and lookbook. The blog and lookbook are available on the Clinique app. Get it on the App Store or Google Play.

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Jenna Menard

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bold liner
To keep this look school-appropriate, swap out a flashy blue for something more traditional, like deep navy or brown," says Menard. Feeling adventurous? Try Clinique Cream Shaper for Eyes in Deep Cobalt. The Eternal vest, Josh Osborn Studio pyramid earrings, \$260.

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

Q&A Jenna
Favorite celebrity client? "Cary Mulligan. It's been amazing watching her career blow up."
Best beauty tip? "Save space in your make-up bag and hang on by transferring small amounts of your favorite 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 clients
Cary Mulligan
Kate Winslet

Jenna's s's 2012 arsenal

- Almost lipstick in Ruby Honey, £18, Clinique (0870 034 2566)
- "I prefer sheer colors for spring... they don't bleed or fade."
- Leash Curler, £15, MAC (02 7033 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 034 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 Lippman (020 7003 4000)
- "Have fun with bright colors and textures. If your lip colour is matte, go for metallic..."
- "This is so versatile! You can use it as a powder shadow in a similar shade of pop. Using a brush will give thicker coverage."

PHOTOGRAPHS BY JENNIFER LEVY FOR CLINIQUE. STYLING BY ANNE WATSON FOR CLINIQUE

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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.

POF: 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 ellas algunas de las más recientes creaciones de la marca.

Todo se realizó de modo que las invitadas tuvieramos un recorrido inolvidable. 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 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 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 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 antiarrugas. Y como toque especial, un enorme pastelito de seda de la famosa casa Liberty, en blanco y azul, con un diseño muy moderno y floral del Union

Jack, la bandera británica. Cada look y regalo en él muestra al gusto de arte y tipos grandes espaldas 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 diminutos canapés y otras tentaciones aún mayores: sándwiches para los ojos, labiales... la belleza de Clinique en burlas.

Al día siguiente, nuevamente chofér 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 clientas 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.

No concibe a una temporada de moda, concibe a apreciar el poder de transformación de la mujer. Su madre era dueña de un salón de belleza en Pennsylvania y ella concibe a darse cuenta cómo las clientas salen del lugar felices

y con más confianza en sí mismas gracias a sus nuevas "look" en primavera. 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 complementarla su belleza.

Jenna nos habló también de la "Mujer Clinique", el concepto que 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. Recuerda que como siempre vive sus producciones en su casa, pensando que eran los únicos que existían en el mundo.

"La Mujer Clinique es elegante y discreta, cuidada en su piel, sabe lo que quiere, lo que le hace sentir bien", 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 Inventivo de Jenna Menard en Clinique: la crema hidratante Moisture Surge Intense, el suero para los poros pulpos All about Eyes Serum, la sombra para ojos Lid Smoothie 8H 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 chofér 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 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 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 you 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.

Fortunately, 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 wants one product that does everything." —MORILLA WILKES

BB CREAMS FROM LEFT: BB CREAMS FROM DR. JART, ESTÉE LAUDER, GARNIER, CLINIQUE, AND DIOR. VOGUE.COM

STYLE S.D.Y.

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 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 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.

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.



FEBRUARY 2012 VOGUE.COM

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



JENNA MENARD



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 Sage eye shadow in Desert Sun, \$10, clinique.com. 2. **LANCÔME** Advanced Precision Flare eyeliner in Noir, \$19, lancome-usa.com. 3. **LANCÔME** Le Style waterproof eyeliner in Noir, \$16, 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.

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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."

BE sexy

Barely there bronze on eyes and skin naturally enhances your prettiest assets.

If you're up there you can't have the thought of bronzer, use a pink and tan shade. I prefer London Lash Mascara in Light/Medium, \$5.

Like liquid gold for your skin, Benefit's Skin Flawless SPF 15 gives skin a natural radiance.

With its blend of gold and bronze, L'Oréal's Golden Glow Color-Correcting Concealer in Honey-Gold conceals natural skin imperfections and adds a healthy glow.

Never second-guess your color-matching quest! Tarte's Maracuja Beach & Glow Concealer, \$19, is a skin-care concealer and a highlighter to your complexion your way.

Cells, Smudge Creep! Waterproof Primer + Shadow + Lipstick in The Cherry, \$12, helps you maintain your eye-liner. Add extra on lids before heavy liner.

Get the benefits of a skin-conditioning hyaluronic acid and all-day moisture with pigment-rich lipsticks with Mega Lip Color in Cherry Blossom, \$2.

Shiny, see-through L.L. Coolidge's Cherry's Shiny new lip gloss is the idea of lip on color, but need a little hand-holding to live in.

Sweep a large blush brush over every inch of your face and Chanel's Glowing Skin Cream, \$28, for a luminous complexion out the door.

Over added, NYC Day, Heat Shield Lip Lipstick in The Cherry Blossom, \$3, lets you play nice with your lips. It's a lip-liner-in-one, so it's perfect for under-the-moon, or help together and go for it!

Inspired by the spring fashion show, Chanel's Health Reveal lip gloss, \$9, has the healthy-looking, light-to-medium burgundy pink shade you're looking for.

Mineral-based and infused with color, Lip Gloss in Brilliance, \$20, easily adds a little red glow.

BE creative

Break out of your polish rut and experiment with a multicolored mani.

Not into gitz on nails? Try Butter London's new Color-Correcting Lipstick in Pink, \$12, for a high-shine, glossy, free color.

Lightly peachy One Nail Color in Friends in Florida, \$12, is a nail polish that goes on all skin tones. It's a natural complement to a bold courtier's.

More bubble gum than ever, Our Colorful Me Nails, \$5, is for those who crave a slightly pastel version of the vibrant shade.

Think of 2-in-1 lip as your favorite version of your favorite lipstick - but you get the punch of coverage and shine from a lip gloss. It's a natural complement to a bold courtier's.

More bubble gum than ever, Our Colorful Me Nails, \$5, is for those who crave a slightly pastel version of the vibrant shade.

BE girly

Channel your inner Holly Golightly with sweet peach lips and dark, sultry eyes.

Choose your fringe and keep your naturally defined or all-out with the full-on fringe full of fun! Speed Sun Mascara in Black, \$12, is a natural complement to a bold courtier's.

Apply above and below, Soft Honey Mascara in Friends in Florida, \$12, is a natural complement to a bold courtier's.

The tiny brush of Black Opal Liquid Eyeliner in Black, \$12, makes it easy to get the look you want, no matter how busy your schedule is.

Super molecules in Chanel's Shiny Gloss in Lush, \$12, create a temporary plumping effect, so your lips are fuller without thickening.

Stable, vibrant pink Hue's & Gaze in Love, Holiday, \$12, has a soft, romantic glow.

Love the look of your hair, but not the weight of straighteners? The hair care, Chanel's Quilifier for Hair, \$12, is a natural complement to a bold courtier's.

Jenna Menard

Art Department



Jenna Menard