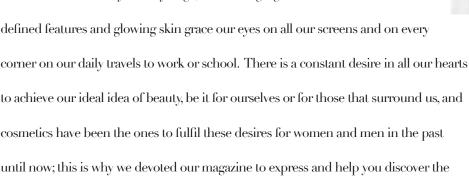


# EDITORIAL

osmetics are not something new to this world, but timeless. Even being seen in the most ancient civilizations, make-up and other forms of beauty enhancing products have been a form of self empowerment and decadence through the years. In the past, makeup was only seen on the most prestigious of humans as a symbol of wealth or power; in the time we live in cosmetics have become a form of self-expression and has become just as powerful as clothing and accessories in the world of fashion. Everywhere you go, visuals of gorgeous women and men with defined features and glowing skin grace our eyes on all our screens and on every



In the pages that follow you will find exclusive articles written by our fabulous writers:

Vanessa Cortese (also the editor), Lisa Marie Lopez, Tatyana Rivera, Marika Huns, and

Jessica Pasquino. This includes interviews with some of the most idolized celebrities

creative and glamorous world of cosmetics.

and cosmetics experts,
such as Elizabeth
Arden, Clara Bow,



Audrey Hepburn in 1950



Ancient Egyptian make-up style

Arden, Clara Bow,

Elizabeth Taylor, Twiggy, and Kate Moss. The magazine includes the most popular looks and their inspirations in the past; it will delight and surprise our readers to see where our current cosmetics came from and how they develloped. Keep reading if you wish to know more about what exactly inspired our ideals of beauty in the past, and about times

Contemporary make-up look on Kylie Jenner

where mske-up trends may have shocked you!

# The Porcelain 1900's

Jessica Pasquino

m T he year 1900 was named the era of industrialization. It brought with it much importance that with time will change the very essence of society and with it the way that humans live today. The people of this period lived a life of ample times; habits, and mindsets. During this era the "Art Nouveau" was a big thing. Art Nouveau was a ornamental style of art that took place in Europe and the United States. Their main goal was to get rid of the styles of the 19th century and find styles that would provide modern movements. The Art Nouveau wanted to encourage good workmanship, raise the status of craft, and make modern design. The period between 1901-1910 is often called the Edwardian Era. The French also refer to this period as "La Belle Epoque", or "Beautiful Age", as there was a big desire toward classical aesthetics. It was also known as an era of beautiful clothes, the rise of luxury living for a select few, and the department store.



### The Doll Look

During the Edwardian era, the word "makeup" did not exist just yet. The term "cosmetics" was used to refer to anything of a healing purpose that was applied to the skin. Makeup at that time was for women of bad reputation, such as actresses and prostitutes. From the Victorian era throughout the Edwardian period, it was considered an insult to imply that a woman was wearing makeup. Beauty then moved at a faster pace. The women of the 1900's will be brunette with pale skin, with an oriental look to her. She will powder her face, wear red on her cheeks and lips in a more moderate fashion. Her brows will be dark and thick and if for any reason they should lack these two aspects, they shall be darkened with powders.





# The Revolution of Make-up: 1910s

Jessica Pasquino

A ballet company called "The Ballets Russes" was big in the year 1910. It was known as the most influential ballet company of the 20th century, because it promoted contemporary artistic collaborations. The company's productions made a huge impression, inspiring the art of performing dance, bringing many artists to public attention, and affecting the course of musical composition. The influence of the Ballets Russes lasts to the present day. Also, in 1910 the first real fashion shows took part in Paris, France and the new century named Paris as the fashion capital of the world. The magazine "Women's Wear Daily" was also developed in this era.

### Where it all started...

During this decade makeup was starting to be used by many women. The Cosmetics used were the Vanity box which was a powder, eye makeup which was applied heavily, perfume, nail polish and lipstick which would soon be sold in a cylinder tube.

Max Factor, an important person in the world of makeup not only invented the word itself but created a brow pencil, lipgloss and greasepaint foundation. Around the same time TL Williams introduced the first mascara and named it after his sister Mabel. The brand Maybelline takes its name from her. Soon after the first commercial of mascara lashes aired, and first makeup for film would be established.



### All about Elizabeth Arden

#### J:What inspired you to build a cosmetics empire?

It all started in 1914 when I decided to travel to France. During my stay in that beautiful city I was inspired by what I saw: rouge, lipstick, and mascara. When I witnessed makeup being applied with skill, it surprised me to see how it produced remarkable effects to a women's face. Instantly I knew this intrigued me and I wanted to know more. My goal was to help women everywhere, to allow them to feel beautiful in their own skin and that it exactly what I did.

#### J:What Elizabeth Arden product should no woman live without?

The Eight Hour Cream is a must have in every women's purse. It has been on the market for 84 years now, and it's no surprise that the multipurpose balm has been a continual favourite, that aims to solve pretty much any skin-based problem.

#### J:What is something every women should have on before leaving the house?

Lipstick of course! I produced lipsticks in wide ranges of colours and shades to make sure it matches any woman's colouring, hair, or costume at all times.

#### J:You were the first to introduce many big beauty ideas, what were they?

I was the first to offer eye makeup to the women of America in 1914 and in 1917 I made travel-size products. I was also the first to offer in store makeovers, and the list goes on.

#### J: What are some products you use for yourself?

I couldn't live without my foundation which I also use as a concealer. You need something that gives great coverage like the Flawless Finish Cream Foundation. I also love a bright red lipstick, like the iconic Poppy Cream lipstick.







# You, too, can have FYES that

A touch of "MAYBELLINE" works beauty wonders. Even light, scant cyclashes are made to appear naturally dark, long and luxurious. All the hidden loveliness of your eyes, their brilliance, depth and expression—is instantly revealed. The difference is remarkable. Millions of women in all parts of the world, even the most beautiful actresses of the stage and screen, now realize that "MAYBELLINE" is the most important aid to beauty and use it regularly. Perfectly harmless in every way.

Solid or souterproof Liquid Maybelline, Black or Brown, 75c at All Teilet Goods Counters.













# The Roaring 1920s

### Marika Huns

Much relief was felt for the ones living during this decade. The First World War had just come to an end, which resulted in many people to be in the posttraumatic state. The first women from Virginia had gotten the right to vote and mass media was born through the commercially licenced ratio stations. Jazz music had become very popular and due to that the nightclubs were populated with dancing people.

## Flapper Chic

Women during this decade had done their makeup so that it was dramatic and expressive. The look was all about the pale powdered face, plucked evebrows that were drawn downwards from the temple, cupids bow lip and the dark smoky eye with layers of mascara. Clara Bow started the trend of using lip liners to create the perfect pout, though she underlined the natural lip shape to really define the look. The first "Swivel" lipstick claimed to be invented in 1915 but only can to life in 1923, even though many years have gone by the lipsticks today are still created with the "Swivel" effect.







# The Dirty 1930s

#### Marika Huns

It is a dark period of misery for a lot of people during this era due to the crash of the stock market in 1929, which results in many Americans and some of the modern world to lose their homes and their fortunes. In this era also begins the rise of the Nazi party and the rise of fascism in Italy and Germany. Moving on from the harsh realities, Hollywood movies and the events following like the "talkies" become very popular, it lets women take inspiration from the actresses overall style.



Actress Sari Maritza

# Red Lips & Dark Eyes

The most distinct feature during the decades makeup look was thin eyebrows. A woman's eyebrows were either a thin hairline or plucked off completely and then drawn back on in the morning. Once the dark and smoky 1920s makeup look had passed it paved the way to a more natural appeal with lighter eye shadows. Many new makeup products were being launched because of the drastic change in cosmetics. Foundation, cream eye shadows, lip-gloss and the first water proof mascara were resealed on commercial in 1939. During the time mascara was not yet in liquid form so they used a brush to apply it. The dark eye shadows have turned to lighter colors meanwhile the eyeliner and lashes were still applied to both top and bottom lashes. For the lips it was all about recreating a heart shape and the lipstick shades were mostly dark reds, maroon and raspberry.

### All About Clara Bow

#### Where did you begin your career as an actress?

Since I was a little girl I always knew I wanted to be a motion picture actress luckily I had the support from my father who encouraged me to do the "Fame and Fortune" Brewster publications acting contest. I attended the contest and for the final screen test I was placed against a scene-experienced woman who had done a beautiful piece of acting. I got on set, placed myself in the characters shoes and ended up winning. From then on I got the role of a tomboy in my first film "Down to the sea in ships" and as time went on I kept acting in more films and that's where my femininity came out.

#### Being a Flapper, how much did you enjoy that?

They were the most memorable years of my life. I spent my nights dancing away to jazz music and loved every minute of it, my life had been filled with fun and freedom.

#### Many women looked up to you, was that something you always wanted?

Growing up I never thought I had great facial feature and I always felt like my square head stood out but that is what made me different. I did not posses anything more then anyone else I was only different in my own way that is what made me attractive. So I do like how I began an icon for women but only because I wanted to inspire them to be unique in their own way.

### You were the "It girl", but where did that come about?

Madame Glyn is the reason behind my title. Ms. Glyn saw the "it" in me, she wanted me to share that with other people, she used the word "it" for my sex appeal that many men wanted. Having the "it" appeal meant you were self-confident and was not bothered by what others thought of you. It is a sensation that many women try to strive for but can be hard to achieve, that's why they are limited.

### Were you ever ashamed of your reputation after filming "it"?

All throughout the film I was playing my character very well because she was a part of me. Having finished the film I had many affairs with men but I was never ashamed of them. "Marriage ain't woman's only job no more" I was allowed to do as I pleased. Following after my affairs came many scandals and they were simply because I did what I choose to do and others were jealous of that.







# The War Years:1940s

### Tatyana Rivera

In the 1940's World War II took place. You can just imagine how the war impacted the citizens, fashion and development of society in many disastrous ways. People were in tremendous shock; they were unaware of what's to come in the future. "This was no time for Fashion" says

Chanel who packed her bags and closed her fashion house amongst many other designers who agreed and decided that closing their house during this time would be the right thing to do, only 20 houses remained open during the war. Fashions adapted to use less fabric because the war cut off the supply with other countries for the trade of fabrics and textiles such as wool and nylon being the most important fabrics to make military uniforms, this restricted the country's supply of fabric. Nylon

was not allowed therefore, women used Eyebrow pencil to draw seam to imitate the look. Fats and oils (perfume) were in short supply including soap. Any other styles of clothing with the use of a lot of fabric was restricted such as pleats, ruffles, patch, pockets, hoods, sleeves, skirts and hems so styles such as wraparound dresses and skirts were introduced. Women were then forced to start making their own clothing at home and it began to be fashionable and trendy to Home sew. Women's freedom and lives as housewives come to an end when they had no choice but to enter the work force while the men were sent off to war the style became more work attire such as; fitted suits with padded shoulders, skirts with a slim silhouette slacks and headscarves to keep their hair away from the machinery, this is why the look in the 40's was so simple.

## Simple beauty

Due to the dynamics in the 1940s Fashion wasn't much of a priority so cosmetics became an unnecessary luxury. The look During the time of the war was very simple and natural. Cosmetics were very limited

so women turned to home remedies to substitute certain things they needed such as: burnt cork for mascara, cochineal or beetroot juice for lipstick, bi-carbonate of soda for deodorant, Eyebrow pencil for leg tint and Petroleum jelly was used to add a sheen, as well as protect lips, to darken lashes and shape eyebrows. these were some of the ways women kept up with their appearances. Lipstick was the most popular cosmetic in this decade, women loved to wear a vivid cherry red color accompanied by a lip liner to match the shade. Because women were off at work they would wear vey minimal amount of make-up, a dark red lipstick was always a must for women in this decade. Women would use a very thick and creamy foundation at times, a shade darker

then their natural skin tone and finish with some loose face powder to make their skin mate, a creamy pink blush gave the the cheeks a rosy look, eyebrows were never plucked to the extreme they were well defined and arched with the help of a brown pencil to fill them in, Very little make up was used on the eyes women would wear a brown or black dark mascara that came in liquid, paste or cake with a small lash brush, eye shadow was worn but with very neutral colors which was added in a single color to match your clothing or eye color.





# The Fabulous 1950s

### Tatyana Rivera

The 1950's was time of "Hollywood Glam" Once World War II ended for good there was a big rise in economy, this gave cosmetics the opportunity to bloom again. films were being shown in color for the very first time which made an enormous impact on cosmetics and fashion. The big cinema screens revealed the perfect and non blemished faces of stars which inspired the make up artist Max Factor to invent a foundation he called "Pan Cake" This was a makeup to gloss over skin imperfections, women would put on their foundations that came in either liquid, cream or cake formats then apply a face powder that now came in different colors over it. All-in-one base and powder, Creme Puff and the first concealer was also released by Max Factor and brought out a range of eye shadows and lipsticks that became very popular, pastel Lipsticks such as pink replaced the reds. Hazel Bishop came out with the first non smear lipstick. eye-shadows came in shimmery colors. For the first time, models were becoming the 'face' of make-up brands, make-up in the 5o's picked up fast after the war that brands began hiring sales representatives to go to people's homes to demonstrate and sell the makeup, make up brands began to design new products and women were obsessed with the idea of spending money on new products to imitate the glamourous look of the celebrities. The invention of the liquid eye liner took over, applying a sharp thin line in the area of the eye giving the eye an almond shape, Eyeliner pencils came in various colors the basic black, brown, grey, blues, greens and purples. Tube mascara had just come out, it was applied to the top lashes, and eyebrows became thinner with a sharp arch still with the use of pencil.





### All About Elizabeth Taylor

### Q: What is your favourite Eyeshadow do you use to match those beautiful Violet eyes of yours?

A:. Purple is my favourite colour as well as green, gold and bronze.

#### Q: Elizabeth, what are your particular preferences for your make up routine?

A: I love to highlight my eyes, i prefer my lips to be glossy but i also enjoy wearing a cherry red lipstick and the least amount of foundation as possible.

#### Q: What is your beauty secret?

A: Always maintaining the shape of my eyebrows.

#### Q: why did you name your perfume "Elizabeth Taylor's Passion?"

A:I think it's my passion. My passion for life, for people, for caring...my passion for everything.





## A Glamorous NOW... a lovelier TOMORROW



# The Flower Era:1960s

### Lisa-Marie Lopez

m T he 60's signified a time of great change. The idea of youth was brought forward and influenced and change in cosmetics. The baby boom generation was considered the main target market of consumers for the corporations as they were in their adolescence. Thus, the reason for the promotion of products to be mainly focused on this generation. A change of attitude and perspective also occurred in this era. The younger women who looked up to their mothers and always wanted to appear older, suddenly switched to wanting to maintain a younger look making the older women feel in competition to appear more youthful. The adolescent look became the new "lady" and this view is largely influenced by the model Twiggy, the muse of the 6o's. Twiggy represented the complete opposite of the typical woman idea of the 5o's. She was young, petite in shape and had very short hair. She was considered quite extraordinary at the time and her different style influenced many young women. The main focus of the make up was on the eyes. The idea was to create as much emphasis on the eyes as possible; the bigger the better. Eyes are the organs on the face that tend to represent innocence and youth, especially large one's, which is exactly what the 6o's was all about. The objective was to apply layers of mascara on top of the multiple fake lashes applied on the top and bottom, sometimes up to 3 rows.

The color of eyeliner used was black and the eye shadow was contrasted in shades of black and white. The "Mod" look was very popular at this time, often seen with sharp lines and with a comeback of the classic eye look. However, this look was often accompanied with white eyeliner in the water line which helped to give the eyes a very big look. A soft beige/pale lipstick was very common along with a heavy powder foundation to steer all attention on the eyes. The eye brows had more of a natural brow look. It was towards the end of the 1960's that make up had reached its peak in the era for unordinary everyday colors as we know today. Pastel colors such as purple, lavender, silver, blue, green, yellow, etc. come into play, as well as glitter and cream shadows. There was a lot of creativity as the hippie and flower power movement really began to make its way into the 70's, allowing more self expression with fashion and make up.



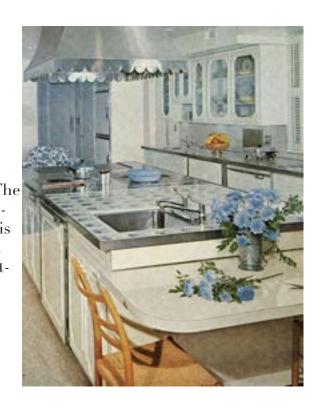


### Flash Forward

The 1960's was a time widely associated with the "Space Race". At the time, technology was not as developed as it is today and a lot of competition amongst the Americans and the Soviet Union revolved around proving their dominance with its technology, economy, military systems and more. The term Space Race derived from the competition between the first to land on the moon. For a time, this caused the attention of the public to be captivated by this idea of space. Metallic colors that represented the idea of the galaxy and space such as tones of gold, silver, white, sky blue and purples became trendy. For instance, it was common to find a couch or a chair in blue or even an entire kitchen in silver/white. This trend even made its way into cosmetics, as we started seeing towards the end of the 6o's eye shadow colors such as purples, silvers and blues. The 70's was also an area associated with the Hippie culture, which inspired a very let-loose, experimental lifestyle. This was often brought to life through the symbol of the flower power. It was common to see a van entirely painted of bright colors along with peace and flower symbols. This also encouraged

people to experiment with face paint-

ing.









# The Free 1970s

### Lisa-Marie Lopez

The Seventies were a time of extremity for make up as new styles such as glam rock, punk and disco will emerge, as well as the rise of the feminist movement. The feminist movements consisted of contradicting all movements against the typical feminine traits, revolving around wanting a change of equality for women in all aspects of life. This idea caused a favor for a natural look in make up, as opposed to the glamour look women were used to. This encouraged the cosmetic companies to promote this idea of natural make up to target the large group of feminists. Having dark tanned skin represented a sign of luxury. This meant that you were able to afford the luxury of traveling. Many images or ads had tanned models, which was in fact a way of promoting the natural/barely there look.

Nostalgia was also big in the 70's as they would look back on the style's of the 1920's through to the 1950's. Towards the 70's, there was a strong revival of the 20's and 40's. The three main eye looks were either natural and barely there, soft and smoky or daring and bright. The popular colors used for eye shadows were blues, purples, greens, as well as earthy colors. Eye creases weren't trendy, as many women just used one color for their lids. Pale metallic colors such as silver or white were optional to be used under the eyebrow to add high-

light. For the face, pressed powder, liquid and creams very popular. Eye crayons looked like kid's crayons and could have been purchased in many colors. Black eyeliner wasn't popular amongst those who favored a natural look, otherwise it was worn on the upper and lower lid. The exaggeration of eyeliner was especially popular for the punks. The eyeliners came in pencil or liquid form. White eyeliner applied behind a layer of black eyeliner was also trendy for the younger women. For the eyelashes, the big false lashes were left behind in the 6o's. The eyelashes had more of a natural look to them and the mascara was worn on the upper and lower lashes and could be found in various basic colors such as black, brown, blue, grey and green. The eyebrows were very thin and rounded, a reminiscent of the Art Deco skinny brow look. It was very common throughout the decade to have seen a woman with lipstick or lip gloss with colors such as a soft pale pink



or redish/cranberry. Lip liners in the 70's were not very popular. Blush was widely used in either a powder or gel format. It was applied on both cheeks, from the temples down to created that sun-kissed look. The 70's was an era of several looks, trends and "phases" as we may call it. From the natural very discrete look, to the Disco boogie-nights look of smoky eyes and red lips to the highly expressive punk look worn by women and men. The punk look included pale skin with dark lips and unusual dramatic eye make ups which sometimes resembled signs and motifs. It was very common to see punks with face and body piercings, as well as tattoos, which were seen as taboo in the time.

# All About Twiggy

Interviewer: Twiggy, how does it feel to be looked at as the biggest style icon of your time? You know that you are looked at with idolizing eyes from young girls. What is your secret?!

Twiggy: Well I don't quite know actually. I'm just being me. I mean I guess it's a mixture of my look all together. When it comes to my style, I actually make my own clothes. It's frustrating being as petite as I am, nothing fits me and even if I wanted to purchase something I like, there really aren't many clothing stores out there for teenagers. So I decided...the heck with that! I'll just make my own.

Interviewer: Wow...no wonder you inspire so many young girls! So what is your usual routine before your photo shots?

Twiggy: Well to be honest, I usually take a good hour and a half of my time to fix myself up. My eyes are what take the most time. I feel like the eyes are what makes each and every one of us unique. I love having a beautiful dramatic look and I often add lines with my eyeliner add the bottom of my lashes to create a fuller look. I mean, I'm still experimenting with different ways to play around with my make up but my eye make-up and lashes really do take a lot of my time.

Interviewer: Oh my! I wish I had your patience. Now tell me, Twiggy, is there anyone who inspires you?

Twiggy: Barbara Hulanicki. She's my style icon. I love her clothes and her look.

Interviewer: She is indeed an inspiring woman. I know that you're very into looking your own age, which is awesome. But are there any clothes that you like from the past?

Twiggy: Absolutely. I'm actually very fond of some of the styles from the 3o's and 4o's. I love the jackets of the 4o's with the little waists and the padded shoulders. It's the next item on my list that I would like to try and make on my own.

Interviewer: Ah yes, they were something! What do you think the future will hold when it comes to fashion?

Twiggy: I fear that technology will kill fashion in the sense that everyone will start to look the same and it will be very difficult for new designers to emerge. In my personal opinion, I think there will be many of the same shops in different countries, which will lead to little room for originality and self-expression.

Interviewer: Let's hope it doesn't ever have to come to that. I just realized that we are unfortunately running very low on time together. Thank you very much for taking the time with us today. We hope to see you again soon.

1960's wakeup Look - Glamourdaze.com

Twiggy: It's my pleasure! Thank you!







Condid Color for othering Vision recognises where your own holded boodly affiliations through the the offs way to both proper ground particular body. Condid Color for Doorny (policies transplace on with a shoot if And The colors positively mouthwestering.)



# The Electric 1980s

### Vanessa Cortese

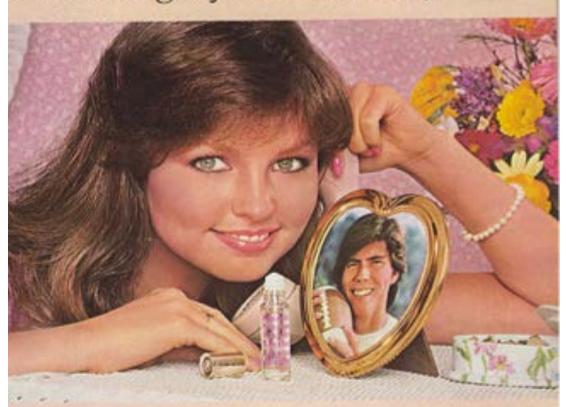
 ${
m The}$  80's were a time of dramatic change; gone were the days of pale skin and red lips being the most common look seen on women. Layers of foundation adorned with bold, bright blushes and vibrant eye shadows to compliment eccentric lipstick colors were the new style. Basically, when trying to think of how you would've looked in 80s, think of something that would earn you some stares today. Women of this decade grew tired of the golden glow they sought in the 70's, and now opted to use a foundation that was one or two shades lighter than their natural skin tone. This made their dramatic blushes and eye shadows stand out even more, making the quirky colors look brighter and more opaque. It was very popular to see smokey eyes in vivid colors such as fuchsia, electric blue, orange and green, and any other bold color. There was a lot of focus on the eyes, seen in the dramatic use of thick black eyeliner on the top and bottom of the lash lines, finished off with a pair of false lashes. One of the most recognizable aspects of the 80s is definitely the striking colors seen on women's cheeks and lips; the more lurid the color, the better! Blush was applied into the hollows of the cheeks rather than on the apples, and was never blended out in order to look like a strong line. Bronzers were very popular throughout the 8o's. It was used to accentuate facial features. Colors such as hot pinks, oranges, and plums were the most popular as well as luminescent pink or white highlighters to be applied to the top of the cheekbones. The lips were no exception to the trend of vibrant colors; some of the most popular colors were glossy fuchsia, orange and bright pinks. While these looks were still worn in the day, they were much stronger at night.



Cyndi Lauper in the 1980's wearing a typical makeup look of the time



# romise Roger your strawberry kisses.



### here are plenty of flavors left for Richie, Fred, David, Bob ....



# Christian Dior

MAQUILLAGE HAUTE COULEUR





# The Simple 1990s

### Vanessa Cortese

In opposition of the audacious makeup seen in the past two decades, the go's are a more serene time. Vivid colors were traded for more muted, natural ones; clean skin, natural eyebrows, and matte earth-toned colors were the new fashion. Many women in the 90's supported the "'no make-up' make-up look", opting for thinner foundations and lip colors that were similar to natural lips such as nudes, mauves and rosey colors. There were two groups of styles at the time, depending of which of the sub-cultures of the 90's you felt you belonged in: The grunge style, popularized by the rock groups of the time such as Nirvana, and the more "fresh-faced" style that followed by fans of popular celebrities such as Jennifer Aniston. Aniston actually created her own popular style, "The Rachel", and many young girls of the styles cut their hair and wore their makeup the same way as her; mauve lips and slight accentuation of the eyes with mascara and light eyeliner. Both of the looks, however, stayed true to their more natural look compared to the 80's, and lacked much color. Blush was usually used very light-handedly, and the skin had a much more natural look. The grunge style was different only in the darker eye make-up; not properly blended, in colors such as browns, grays and blacks and maybe some winged eyeliner and mascara. The grunge face look sported no blush and little to no bronzer, and was paired with a either a nude or dark mauve lip. All in all, the 90's were a time where enhancing your own natural beauty was celebrated rather than covering it up with elaborate looks.







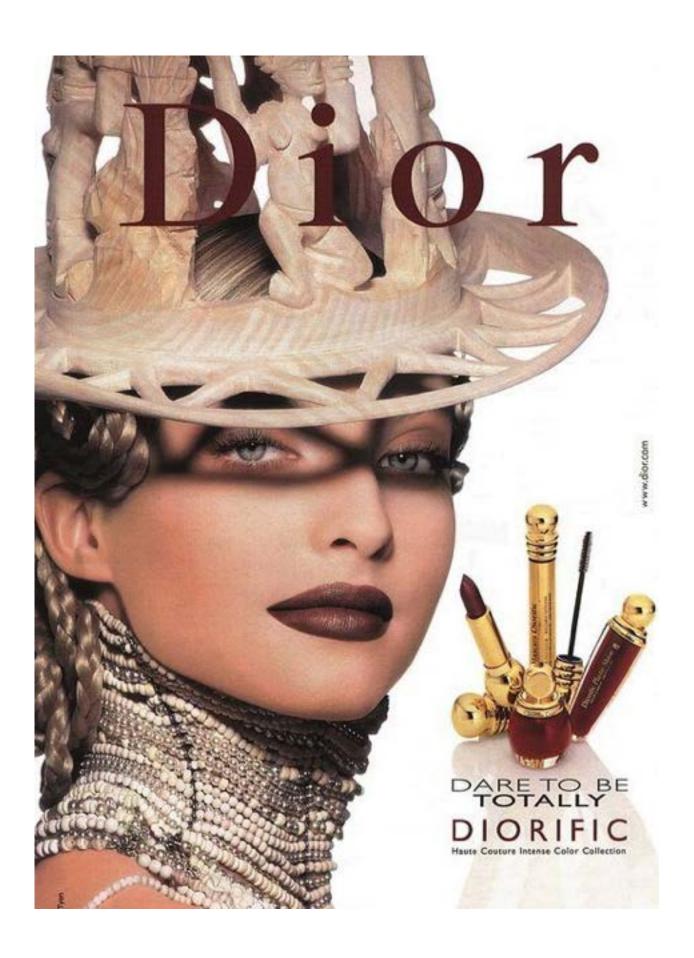
A young Kate Moss sporting mauve lips

### Drug Gulture

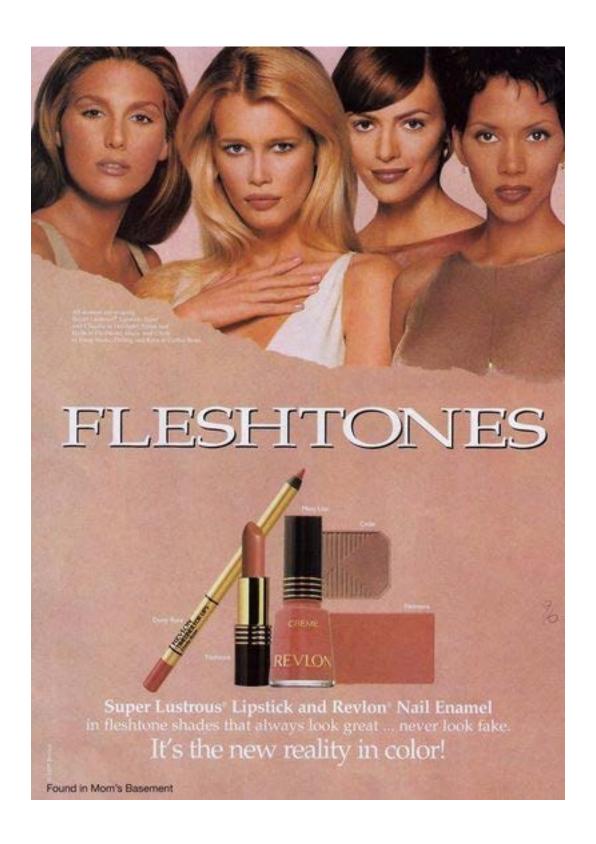
One trend that not only remains in style to this day, but also was a major influence on society and consumers of the 1990's was the "Heroin chic" look. Brought to fame by Calvin Klein campaigns of the decade, Corrine Day shoots, and models like Kate Moss, the grunge-inspired look caused quite a controversy and wasn't received particularly well by the media. The look glamourized ultra-thin models, looking rather sickly and sultry at the same time. The response to the look by the media was to say it supported drug use, and addictions to heroin n particular, and sexualized "teenage" type bodies. While those who supported and participated in the looks such as models and Vogue believed it expressed a rebellion and explanation to the more natural style of the 90's, as opposed to the vivid and excessive style of the 80s, media saw this style as a support team for the already growing problems of drug abuse at the time. The reason that people grew paranoid of the trend was that it was a bad influence on the adolescents of the decade, who already grew to follow celebrities loyally. After the death of Kurt Cobain in 1994 due to a drug overdose, it was clear that adults would not respond well to drugs being made to look attractive. But, was it really meant to be the glorification of addiction, or just a change of perspective due to the rebellious "teenage angst" period named the 90's?











### All About Rate Moss

V: First off, let me say I'm a big fan of your look. How do you maintain that beautiful defined look I see you with in your Calvin Klein shoots? What's your secret?

K: Well, I like to keep moisturized to keep my youthful glowing appearance. I'm a big fan of La Mer's Crème de la Mer. But truthfully, I have a very strict diet so I feel like that really does give me my contoured look. Nothing tastes as good as being skinny feels.

V: That must take a lot of willpower. As the trendsetter that you are with your "Heroin Chic" look is there anything you'd recommend to young girls who wish to re-create the same style?

K: Dark eye shadow and black eyeliner is something I feel defines the look a lot. It's both a day and night thing, so its quite simple and doesn't require much effort. It goes with either a light or dark lip as well.

V: Everyone should own good eyeliner, I find. Is there any beauty product you can't live without?

K: Definitely perfume. I never leave my house without having sprayed my Chanel No.5.

V: It's interesting to know that someone as rebellious as you still enjoys such a timeless fragrance. We also have to talk about your beautiful hair, how do you keep it so shiny?

K: That argan oil stuff. It works wonders on brittle hair.

V: All together you seem to have the perfect beauty regime, but everyone has some flaws. Like sometimes, I forget to blend my foundation with my neck! Are there any bad beauty habits you have?

K: Truthfully, I sometimes forget to take off my make-up before bed! It's no bad for my skin, and my pillowcases, but I make up for it by booking regular facials.

V: Thank you so much for taking the time to answer my questions!

K: It's no problem.



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