

BEAUTY

What's Taking Off

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Aisle Dos

Bridal hair,
makeup
and fashions

BEAUTI-FULL BROWS

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Best Face Forward

Bridal makeup faces many challenges: It must be long-lasting; look fabulous on film; stay put through repeated kisses and hugs; and *not* appear as though the bride is wearing spackle. Application and product, as well as properly educating the bride on necessary touch-ups, can ensure that the bride's face appears fresh and beautiful right through the last dance.

Elke Von Freudenberg's Tips

- Tired brides? Apply a soft pink concealer or a light pink matte eye shadow on clean skin before applying makeup. Pink helps to tone down gray. If the bride's under-eye circles appear blue, try peach concealer instead.
- Create perfect eyelashes by applying one coat of lengthening mascara and one coat of volumizing mascara.
- Always blend in brow pencil and brow shadow with a brow brush to soften and blend the color into the skin. This helps to achieve eyebrows that look real, not done up.



Elan Bongiorno's Tips

- Stay away from frosted eye shadows. They crease, are too reflective for photos and can instantly age the bride.
- Brides should "air kiss" their guests so they don't smudge their makeup.
- Apply concealer around the lips to make them pop *and* help prevent lipstick from bleeding.
- Suggest your bride ask her bridesmaids to check if she needs powder throughout the night—and especially during photos.

Adopt the Veil?

A little bit of tulle over the face? Miles of lace trailing the bride? Nothing at all? Strauss notes that fewer brides opt for a veil these days, but when they do, they choose ones that feature delicate beading, intricate edging, or lace mantillas that lend a bit of retro appeal. "Veils finish the ensemble and morph the bride into a true bridal state," she says.

Veil length also depends upon personal taste. "Usually, the longer the veil, the more formal the event," says Strauss. "However, I've seen beach brides wear long veils that look gorgeous when they blow in the ocean wind. It's all about the level of glamour the bride personally wants to project."

The Face of Bridal Beauty

The digital age is upon us, and it affects the altar-bound as much as it does actresses adapting to pore-magnifying high-definition television. Dallas-based makeup artist Penny Sadler, who spends time freshening up faces for television and magazines as well as brides, has seen this magnifying effect firsthand. One solution to this dilemma is airbrush makeup, which Sadler says provides "excellent coverage when required, but can also allow natural skin to shine through. This is one of my brides' most requested services because airbrush foundation affords a long-wearing finish that needs minimal powder and can be touched up simply by blotting the product with a tissue." Another plus for brides? Airbrush makeup won't rub off on their pricey gowns.

Also at the forefront for bridal makeup in 2007: mineral makeup.

Wonderful for creating full coverage, yet retaining a natural feel and appearance, mineral makeup works exceedingly well with skin plagued by blemishes, rosacea or spotty pigmentation.

An increased awareness about maintaining a healthy visage, as well as creating a flawless canvas for makeup application, has brides-to-be scrambling to book skin-smoothing and soothing treatments pre-wedding walk. Skincare products that promise clear, hydrated, glowing skin are also being snatched up prior to the big day. Sadler relates, "The better the skin, the less makeup coverage needed and the easier to achieve a fresh and natural-looking face. Plus, doesn't makeup just look better on good skin?"

Playing up skin tone for the big day—no matter the season or location—sways brides in 2007. "Rather than using bronzer to simply warm or darken skin, we're using it to create an overall statement," says bicoastal editorial makeup artist

Elke Von Freudenberg. "Bronzer can help achieve more of a contoured effect. The end result is extremely sculpted, yet classic and polished."

Big (Hair) Day

As brides-to-be become more runway fixated, they demand the same fashion-forward esthetic for their big day coifs. Laurent D., founder of Privé Salon and product line, and wedding hairstylist to celebrity Joely Fischer, reports that his brides tend to tap the runways for their complete wedding style—top to bottom. "They're turning away from classic, bridal magazine updos," says Laurent D. "Instead, brides seem to be looking outside of the box."

And this escape from classic, shellacked and structured updos has spawned 2007 bridal hair trends that celebrate unbridled, carefree beauty with thoughtfully placed quirks. John Ruidant, Redken session stylist and lead hair artist at the Reem Acra Spring 2007 bridal showing, says, "It's all about natural, loose, organic, textured hair."

Redken session stylist Diego Americo, who created the hair for bridal gown designer Claire Pettibone's spring showing, relates that the leading trends—long, flowing manes, accessories and texture—address many different needs for various brides. "No-fuss brides will love long, loose hairstyles," enthuses Americo. "For the bride who favors a simple dress, hair accessories work to accentuate her total look and draw attention to her face as well."

While hair jewels, heirloom and art deco brooches, tiaras, bejeweled stick pins and fresh flowers remain tops with discerning brides, headbands and feathers lend a fresh spin on hair adornments this year. "Headbands are a great way to accentuate the face and keep the hair back at the same time," says Americo. "The type of headband depends on the overall look the bride is going for and what works best for her features."

Of course, bauble overkill should be avoided. Says Laurent D., "One guiding rule for hair accessories is that they should never overpower the dress. Just add a simple flower, ribbon, jewelry or ornate comb to accentuate rather than distract."

Glistening jewels and blossoming flowers aren't the only hair additions that bring bridal 'dos up a notch. Clip-in extensions and hairpieces have found favor with the bridal-minded set. Vivian Perez, bridal hairstylist and expert for Privé, points to hairpieces as being one of the biggest bridal hairdo additions. "I love adding clip-on extensions and hairpieces because they lend more oomph to the hair," says Perez. For discerning brides who value subtle beauty, Perez incorporates two different hair shades of extensions to add more dimension to the finished style.



Photo: Stefano Bidini; hair: Diadema

The Ingénue



A cheeky flirt whose coy demeanor belies her true sass, the Ingénue has a penchant for nipped waists, full skirts and short hemlines that help her exude a youthful innocence while maintaining a sexy edge.

When Dallas-based celebrity makeup artist Penny Sadler envisions an Ingénue bride, she sees that sort of wide-eyed freshness linked to unbridled youth. To achieve a “doe-eyed” look for eyes, Sadler suggests groomed eyebrows that retain their fullness and loads of lengthening mascara.

“Clear skin and rosy cheeks are a hallmark of the Ingénue,” adds Sadler. Light-diffusing foundation with a slightly dewy finish creates a stellar base, while the apples of the cheeks, forehead and chin receive a light dusting of pink blush to mimic a natural flush. Overall, Sadler stresses that the face shouldn’t be too matte because “a slight sheen denotes dewy youth.”

Rock band stylist Homer Prefontaine of Salon Prefontaine and Academy in Carlsbad, California, pictures ladylike beauty that maintains a fresh edge for the Ingénue. To capture this girlish spirit, Prefontaine recommends incorporating a bejeweled headband. Because headbands are often associated with adolescent girls, Homer suggests counteracting this schoolgirl feel by “keeping the hairstyle really sleek, pulled back tight in a chignon or knot in the back,” he says.



AMY KUSCHEL

The Romantic



She’s often seen with her head in the clouds, drifting to and fro, starry-eyed in love. Her idyllic vision of beauty involves whatever moves her—gossamer fabrics, loose silhouettes and dainty, glistening jewels.

To capture the whimsy of the Romantic, Von Freudenberg plays up pastels. “The focus is on the new trend of peaches and corals,” she says. Eyes receive a color wash of translucent lilac matched with a sweet peach cheek. Shimmer is applied on the tops of cheekbones, and slightly under the outer corner of the eyes for an arresting, dewy sheen. But, use sparingly. “Keep highlighter in one area, otherwise the bride could appear shiny in her photos,” she says. To finish the look, she lightly dabs peach lipstick on the lips



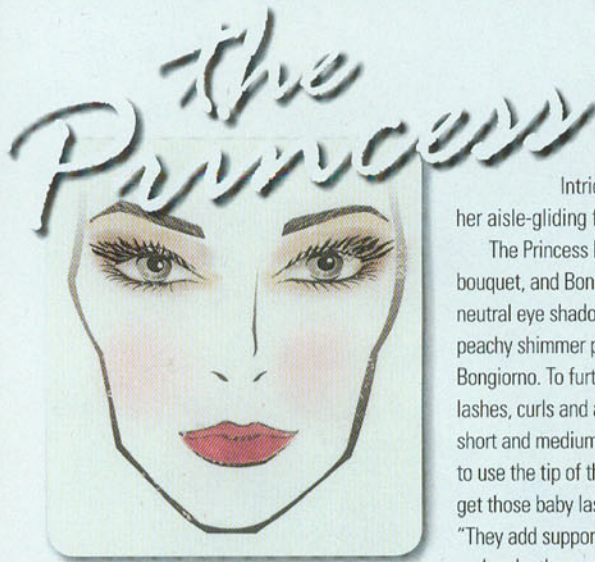
ROMONA KEVEZA

using her fingertips because “this allows you to apply less, leaving less to touch up, feather and smear.”

For a bride-to-be whose feet rarely touch the ground, Redken session artist John Ruidant believes that unfettered locks are a perfect match for the Romantic bride. “Loose waves that aren’t overly sculpted mirror romance,” he says. “You can leave the ends uncurled to lend a natural, casual feel.”

To achieve a fanciful ‘do, Ruidant suggests adding a beaded headband at the hairline to keep loosened locks away from the face for a fresh take on romance. “The trend with headbands has been to cover the ears,” Ruidant adds. “This gives the hairline a stronger shape and, if the bride has a high forehead, it helps minimize that.”





She's dreamt about her wedding since her Barbie days, and she knows exactly what she wants—from the color of the icing on her cake to the prince who will sweep her off her feet.

Intricate beading, corset bodices and miles and miles of train fulfill her aisle-gliding fantasy.

The Princess bride's makeup shouldn't pale next to her perfect gown, hair and bouquet, and Bongiomo brings that fairy-tale glamour full tilt with lush lashes, neutral eye shadow and a highlighted brow bone to make the eyes pop. "Dust a peachy shimmer powder between the eyes for a wide-eyed appearance," says Bongiomo. To further enhance the eyes, she smudges brown eyeliner in between lashes, curls and applies two coats of mascara and then adds individual lashes in short and medium lengths. "Make sure to use the tip of the mascara wand to get those baby lashes," says Bongiomo. "They add support to the longer lashes and make them appear extra lush."

She caps off the Princess' face by lining the inside of the lower eyelids with nude pencil to "create a doll-like look." Perfection!

"I see her hair as a fairy tale in real time," says Haase. "You want to add a fashionable edge to modernize the updo, yet keep some tradition." Taking the venue and gown fabric into consideration, Haase goes for minimal texture and extreme shine by running a creamy paste through each section to create a strong shape with each twist of curl. "This allows the curled hair to be reversed for placement and positioning," he explains. The Princess bride receives a final, light dusting of gloss spray to "make the Princess shine for her Knight," beams Haase.



CAROLINA HERRERA

The Bohemian

Barefoot and a lover of all things natural, she's the original flower child—minus the patchouli. Flowing gowns that shift softly in the wind and vine-ridden florals capture her fancy.

Even though the Bohemian bride is an unconventional wild child, she likes a natural makeup application, including a sheer layer of primer and a "light-coverage foundation that perfectly matches her skin tone," says Sadler. Pinked cheeks coupled with fuller, yet groomed brows keep the face looking fresh. "Do not thin the brows too much; you'll lose the natural, carefree bohemian feel," says Sadler. Eyes receive a slightly smoky application sans hard edges and thick lashes. "Lips can be either moist and slightly wet-looking or berry stained like they've been bitten," she says.

"When I think of the Bohemian bride, I think long, loose curls, and lots of movement for a hint of romance," says Redken session artist Diego Americo. "Curl the hair vertically in a backward movement, leaving one inch of the ends untouched.

To add free-flowing length and layers, clip in a few curled extensions at the nape." To give a hint of kick to this style, Americo suggests gathering the curls over one shoulder.



VERA WANG