

ADDICTED COSMETICS

LONDON

MAKE UP THROUGH THE DECADES



The 1920s

The Roaring Twenties were sandwiched between the Great War and the Wall Street Crash. It was a period of renewal and increasing consumer growth, during which new make up trends for women flourished.

Pale shades of foundation in light cream or ivory, gave way to more natural hues, and when Coco Chanel appeared with a tan, the fashion for a bronzed look was well and truly here to stay.

Eye make up was heavy, sooty and dark, and kohl (an early eyeliner), was smudged around the eye. The eyelids were often brooding and dark, with combinations of medium and darker grey – though darker turquoise and green shades were also popular

Rouge, as blush was commonly known in the 20's, was rubbed into the 'apple' of the cheeks to leave a visible circle in rose and orange shades.

Bright red lipstick was a must have in the 1920s. It was applied in an exaggerated 'Cupid's Bow' shape just above the natural lip line on the upper lip and just below the lower lip line on the bottom lip, with a narrower than natural width that wouldn't reach the corners of the mouth.

ADDICTED COSMETICS WEB ARTICLE © 2010

"Make Up Through the Decades"

<http://www.addictedcosmetics.co.uk>

info@addictedcosmetics.co.uk

ADDICTED COSMETICS

LONDON



The 1930s

The Stylish Thirties was the decade of Art Deco and Hollywood celebrity, with actresses such as Marlene Dietrich and Greta Garbo starring on the silver screens. It was also a decade of post Wall Street Crash hardship and decline during the Great Depression.

Foundation was applied with a thick coverage compared with today's trends, but generally matching your natural complexion or remaining relatively pale.

Eyebrows were plucked to a virtually non-existent thinness and high-arched. A dark eyebrow pencil can be used today to replicate this eyebrow feature. A thin line of eyeliner was traced from the tear duct to just outside the edge of the eye, with a small uptick cat's eye effect, and mascara was only used on the upper eyelash. Eye shadow would be blues, greens or bright violets for blondes, or purples and browns for brunettes – applied from the eye lash all the way up to the eyebrow. In the evening, the crease of the eye would have a darker hue, to create a more deep set eye effect.

Powder rouge became more prevalent and was blended over a wider area of the cheek. Popular colours were more pink and light red or even brown and were far more discreet than in previous years.

Lipstick was applied across the lips with a thinner, wider coverage than the 1920s, and popular colours included deep reds, maroons, browns and raspberry.

ADDICTED COSMETICS WEB ARTICLE © 2010

“Make Up Through the Decades”

<http://www.addictedcosmetics.co.uk>

info@addictedcosmetics.co.uk

ADDICTED COSMETICS

LONDON



The 1940s

The 1940s, the Golden Age of the Silver Screen, saw a departure from the plucked and pruned years of the thirties as actresses including Ingrid Bergman and Vivien Leigh were images of a more sophisticated natural beauty. Even today the 1940s movie stars are held up as the archetypal images of glamour and beauty

Foundation was a slightly darker tone than in the 1930s and used in combination with a lighter face powder. A woman's complexion was likely to have a natural appearance, with a hint of pink undertones.

Powder blush as we would recognise it today was used in light rosy/pink and natural tones. It would be applied over the high point of the cheekbone and brushed towards the temples.

Eyebrows were no longer plucked to within an inch of their existence, but rather groomed to leave a more natural appearance. However the high arch of the thirties remained. Natural browns and delicate grey shades of eye shadow were used on the eyelid in a minimalist fashion. Mascara and eyeliner was used sparingly in browns and greys to accentuate the natural beauty of a woman's face rather than to create a dark and dominant feature. For an evening look, mascara would be applied in slightly greater amounts on the upper eye lashes.

Red lips were back in vogue, and alluring shades such as crimson or vermillion were popularised by movie actresses.

ADDICTED COSMETICS WEB ARTICLE © 2010

“Make Up Through the Decades”

<http://www.addictedcosmetics.co.uk>

info@addictedcosmetics.co.uk

ADDICTED COSMETICS

LONDON



The 1950s

The Rock 'n Roll years of the 1950s saw the advent of colour cinema screens and a resulting huge increase in the popularity of big screen vixens like Doris Day, Sophia Loren and of course Marilyn Monroe. Perfection and glamour were the by-words of this decade, as women were encouraged to look impeccable at all times, and the flawless pancake make up style became the norm.

Foundation would have a rather thicker application than we would see today, with the intention of smoothing out any imperfections, lines or blemishes that may naturally appear on the face.

Thick, dramatic layers of eyeliner and mascara would be applied on and around the eyelashes to really define the glamour of the look. Smoky, shimmery and shiny eye shadows would be used over the eyelid, in silver-grey or other shades which are bold and glamorous.

Blush would be a blended rose or peach, perhaps somewhat stronger in colour than in the forties, but retaining a natural look. Marilyn Monroe's beauty mark would become a recognisable feature, though not necessarily copied.

Pink/light red lip liners or lip pencils would be used to highlight the lips, and then filled in with a bright red or cherry lipstick.

ADDICTED COSMETICS WEB ARTICLE © 2010

“Make Up Through the Decades”

<http://www.addictedcosmetics.co.uk>

info@addictedcosmetics.co.uk

ADDICTED COSMETICS

LONDON



The 1960s

The Swinging Sixties brought mini skirts, the end of the pouting big screen sirens and moved the focus away from glamour and drama to experimentation and freedom. The focus of the make up moved away from luscious red lips and became brazen, vivid eyes - best exemplified by the first supermodel, Twiggy.

Foundation was natural, and applied lighter than in the 1950s, to leave a fresher appearance. It would also be applied over the eyelids to provide a matte base for the eye shadow.

Some blush would be applied, very lightly, to the 'apple' of the cheeks and brushed in towards the temples.

Blending different shades of eye shadow became popular during the 60s. A light base or white eye shadow would be applied to the eyelids, all the way up to the brow bone and blended in. A second, medium eye shadow would be blended into the base or white eye shadow, right up to the eye crease and onto the brow bone but not as far as the eyebrow (leaving the white eye shadow visible). With a darker third shade, apply the shade into the outer corner of your eyelid and blend into the eye crease.

Eyeliner would be applied above the eyelashes, from the inner part of the eyelid across to the outer part, and would be applied thicker towards the outer part of the eyelid. Eyeliner would also be applied beneath the lower eyelash, from the outer corner of the eye, up to the point where the eyelashes stop, again thicker on the outer half.

Assuming false eyelashes weren't being used, mascara would be applied to both the upper and lower lashes in relatively thick coverings. One coat would be applied, left to dry, before applying the second coat - leaving lashes thick, spiky and dramatic. During the day, less mascara would be used, but still in greater quantities than you might see today.

Lips would be nude, with either a nude colour lipstick or clear lip gloss.

ADDICTED COSMETICS WEB ARTICLE © 2010

"Make Up Through the Decades"

<http://www.addictedcosmetics.co.uk>

info@addictedcosmetics.co.uk

ADDICTED COSMETICS

LONDON



The 1970s

The Disco Decade of the seventies gave us bell-bottoms, afros and Saturday night Fever!

Awareness of skin health led women to use face creams and tinted moisturisers in greater amounts in substitution for foundation or powder. This gave women's complexions a fresher, more dewy appearance. When foundation was used, it was used lightly to give the impression that she wasn't wearing foundation.

Powder blushes gave way to moisture blushes and cheek stains for a smoother rosy or bronzed glow that combined well with a moisturised face. Bronzing powder would also be used, and darker-skinned women would add deeper, more highly pigmented hues to their cheeks to achieve that flushed look. For the evening, some glitter or shimmer could be added to the cheek areas before visiting the discotheque!

Eyeliner and mascara shades were chosen, to blend into a woman's natural facial tones, or even transparent. Often, eyeliner and mascara was dispensed with entirely, in favour of bright, pearlescent eye shadow shades around the eyes. The inner lash lines could be rimmed with a light eye pencil shade.

Lips would be covered with lip balm that matched the colour of her lips or a wet-looking, glossy lipstick used. Alternatively, to achieve the same effect, her favourite matte lipstick could be used, and then glazed with a layer of clear lip gloss.

ADDICTED COSMETICS WEB ARTICLE © 2010

“Make Up Through the Decades”

<http://www.addictedcosmetics.co.uk>

info@addictedcosmetics.co.uk

ADDICTED COSMETICS

LONDON



The 1980s

The Synth-Pop years gave us “greed is good”, shoulder pads and bigger, bolder, brighter fashion and make up. Debbie Harry topped the charts as Blondie and Europe’s back-combed, peroxide lead singer promised “the final countdown”.

In the evening, imperfections were corrected with concealer before applying a natural shade of foundation. Bronzer was popular during the 80s to leave that West Coast tanned look, though bright pink blush would also be used. Loose powder would be applied to set the foundation.

Dark eyeliner and mascara would be used heavily, before applying bright, often clashing, eye shadow shades in blues, pinks, oranges or greens - highlighted using pale pinks or white shades.

Lipstick would be bright pink or fuchsia or a shade of red, glossed over with a translucent lip gloss.

Daytime looks would of course be much more understated with the bright eye shadow shades giving way to lighter blues and purples, but the mascara and eyeliner remained relatively thick by today’s standards.

ADDICTED COSMETICS WEB ARTICLE © 2010

“Make Up Through the Decades”

<http://www.addictedcosmetics.co.uk>

info@addictedcosmetics.co.uk

ADDICTED COSMETICS

LONDON



The 1990s

The grungy end of a Millennium? Or a divergent reaction to the colour excesses of the 1980s? It's extremely difficult to pin down a strong make up theme that identifies with the 1990s - not least because the 90s only ended ten years ago. However, some trends did become apparent as the early 90s gave way to the mid and late 90s.

During the 90s the tendency for women to herd towards particular looks popularised by the movie or music industries seemed to fade. New, smaller, specialist movies or music styles were spawned as the rise of the 'independents' allowed women (and society in general), to find their individual niches. Your 'look', therefore, would depend entirely on which popular sub-culture you felt you belonged to.

Grungy looks would leave women with heavy, smoky eye make up in greys and dusty browns with little or no blush and nude lip shades. With the aid of a couple of skinny models, this look morphed into what is now known as 'heroine chic'.

Gothic fashions were also in vogue during the 90s. This look was more dramatic and made use of contrasting black mascara and eye shadow with a very pale or whitened complexion.

Insomuch as a dominant make up trend grew out of the 90s, it was probably a very natural, fresh-faced, nude look which made use of all the colours in your make up kit, but applied them with restraint. Eye shadow, eyeliner and mascara was applied sparingly and subtly, and the eye shadow shades were smoky, but at the lighter end of any given colour range. Eye brows were shaped and defined. Blush was applied softly and lipsticks tended to be a toned down, matte shade of dark red. Glamorous bright red was rarely used as subtle sophistication was intended to exude from a woman with this look.

ADDICTED COSMETICS WEB ARTICLE © 2010

"Make Up Through the Decades"

<http://www.addictedcosmetics.co.uk>

info@addictedcosmetics.co.uk

ADDICTED COSMETICS

LONDON

The Noughties

The age of nostalgia and recycling?

The 'noughties' are an even more difficult decade to identify a fashion trend. It seems the trend at the start of the twenty-first century was to cherry-pick the best (or worst) of any of the trends and styles from the last fifty years of the twentieth century, then use or combine them in whichever manner desired.

Having a particular make up look appears to have been replaced with the need for a greater understanding of precisely what it is that is being put on our skin. Mineral make up gained popularity and make up products that contained sun protecting ingredients became a given.

As with the fashion industry over the past ten years, we hear about the 80s making a comeback, or a 70s revival or the 50s look being back in vogue on an almost daily basis. But whichever look is for you, you can be comfortable in the knowledge that you know from when your look derives, and the models, singers and actresses of that era you have to thank for it.

* * *

All Addicted Cosmetics' Web Articles, including "*The Evolution of Make Up*", can be viewed and downloaded from the Infotheque page of our website.

Addicted Cosmetics offer a range of make up and cosmetics products for both private individuals and professional make up artists, including a variety of highly pigmented eye shadow shades, foundation formulae, lipstick and lip gloss shades and other colour cosmetic products.

Visit us at <http://www.addictedcosmetics.co.uk>, or contact us at info@addictedcosmetics.co.uk if you would like to know more about Addicted Cosmetics and our beauty products.

Feed your addiction...

ADDICTED COSMETICS WEB ARTICLE © 2010

"Make Up Through the Decades"

<http://www.addictedcosmetics.co.uk>

info@addictedcosmetics.co.uk