

## COLOUR COORDINATED

This fall is a season spiked with colour.

by Alyssa Schottland-Bauman / photography by Clinton Hussey

It was Coco Chanel who said: "The best colour in the whole world is the one that looks good on you." Who can disagree? Colour accentuates the assets and hides the flaws. What woman could live without her staple little black dress and red heels? Colour is dramatic and vivacious, bright and suggestive. Black signals mystery and elegance; red hints at power and danger; white calms and clears; blue is trusting and reliable; and purple alludes to royalty, sophistication and spirituality. Colour has the astounding ability to affect every sense and influence the mood on both a subconscious and conscious level. The colours we use to express ourselves say much about who we are, not only about how we feel, but how we want to feel. Seem a bit heavy? Well, the good news is that it has never been more fashionable to be colourful.

Traditionally, fall is a time for warm hues like chocolate browns, olive greens and muted reds, oranges and yellows. This season, fashion is going bold with cool blues, vibrant purples and brilliant reds topping the list. The shift is so extraordinary that the Pantone Color Institute is calling fall 2008 "a season of change". And it is even more evident in the Pantone Institute's 2008 "Color of the Year", Blue Iris. According to Pantone, the beautifully balanced blue has an undertone of purple that combines the stable, calming and dependable aspects of blue, and is underscored by the strong mystical, spiritual and soul-searching purple cast. It is emotionally anchoring, and it "satisfies the need for reassurance in a complex world, while adding a hint of mystery and excitement". With such a captivating message, it is no wonder that interior designers, fashion designers and makeup artists have made cooler colours the focus of fall collections.

Wearing a purple cashmere throw is easy to do. But just how do we incorporate colour on our face? "Well, definitely not all at once," says Rick DiCecca, global makeup stylist for Estée Lauder. "Start slowly and think about which feature you want to emphasize. The eyes and lips are obviously the easiest spots to play up with colour."

The fall shows in Paris highlight lots of colour on the eyes. "So to translate this to everyday, we are lining the upper eyelids with a cobalt blue or a deep purple, instead of wearing the heavy blue shadows we saw on the runways," DiCecca says. The smoky eye is a mainstay look for fall. "It's just so sexy, and it's a look that works on a myriad of faces and ages, so no, we are not letting it go, but instead of the usual blacks and greys, we are incorporating rich berries and bronzes into it."

What about the mouth? "Again, we are seeing shades of berries and bronzes, and reds, both in earthy and cool tones," the makeup guru explains. "Fall is a return to structure, so we are also seeing a tailored, nude face with bare eyes, a sculpted cheek and a bright-red lip. And that's a look that everyone wears well." It's less about how much colour, and more about it acting as an accessory for the face. "We are using lots of colour, just in more subtle ways."

So what is DiCecca's fall must-have? He can't get enough eyeliner—thick and thin—or his favourite smoky-eye look. And as for colour? "I am a navy, grey and black guy, and I like mixing them up with crisp whites," DiCecca says. "It makes me feel like my life is in order."

Makeup and colour allow women to express who they are and who they want to be, and to say what they want to say. "We are seeing more and more women exercising their own personalities through colour and makeup choices, and wearing the look that best suits their own personal style," DiCecca says. "It is more what you are comfortable with and knowing what looks good on you, rather than abiding by the latest makeup trend. But do play around."

So don't shy away from colour this fall. With more choices than ever, find the colours that look great on you and put your prettiest face forward. Coco would be proud. ●



TOP ROW, FROM LEFT: LANCÔME EYESHADOW, GARMENT; CLARINS EYESHADOW, VIBRANT VIOLET; DIOR EYESHADOW, IMPRESSION CUIR; CLÉ DE PEAU BEAUTÉ LIPSTICK, PINK CHAMPAGNE.  
MIDDLE ROW, FROM LEFT: SMASHBOX JET SET EYELINER, NAVY BLUE; SHU UEMURA EYESHADOW, ME PURPLE; ESTÉE LAUDER EYESHADOW, BERRY ICE; GUERLAIN KISSKISS LIPSTICK, PLUS QUE JAMAIS ROSE; ORIGINS LIPSTICK, WINTER ROSE.  
BOTTOM ROW, FROM LEFT: CHANEL EYESHADOW, BOIS BLUE; CLINIQUE EYESHADOW, DARK DENIM; NARS EYESHADOW, FEZ; SHISEIDO AUTOMATIC LIP CRAYON, LC 10.