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May 2014

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COLOR
OF THE
YEAR

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RADIANT ORCHID

KNOW THE TONE The organization dedicated to all things pigmented, Pantone named this love child of pink and purple the most on-trend shade of the year. Our own superlative for the deep but vibrant hue: most versatile. Vampy yet not harsh, versions of orchid can easily make an impact on both eyes and lips. Want a tamer dose of the shade? Stick with sheer formulations.

CLOTHES CALL Wear it with...



WEAR IT ON YOUR EYES ...

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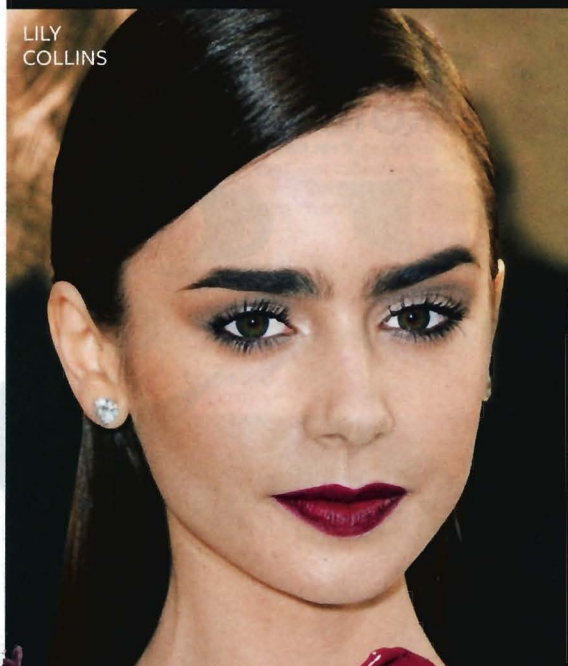
PLAY IT RIGHT Limit this shining-star shade to below the creases, adding dimension with shadows and liner in the orchid family, says Olivia Wilde's makeup artist Mélanie Inglessis. Trace around eyes with a deep purple liquid liner, then apply an orchid shadow from lash lines up to and into the creases, as well as around the outer corners.

DON'T STOP THERE When your eyes are awash in such bold pigments, it's best not to compete with your shadow game. Complement your standout eyes with a sheer lip gloss and a dusting of bronzer.

Revlon PhotoReady Primer + Shadow in Muse (contains first two shades, above from left), \$10; target.com. Givenchy Ombre Couture Cream Eyeshadow in Plum Pearl, \$23; barneys.com. Shiseido Shimmering Cream Eye Color in Konpeito, \$25; shiseido.com. **Motives for La La Shimmers in Naughty Mauve, \$16; motivescosmetics.com.**

... OR ON YOUR LIPS

LILY
COLLINS



PLAY IT RIGHT Lily Collins's makeup artist Kayleen McAdams whipped up a vivid orchid effect on lips by encasing what she calls a blue-based raspberry cream lipstick in a darker, slightly more burgundy border. Put the lipstick on first, she says, followed by the liner, then top with a second coat of lipstick, pressing in the formula with your fingers to soften any lines of demarcation between pencil and cream.

DON'T STOP THERE Adding soft berry blush helps an orchid pout look less stark, says McAdams. Otherwise, she says, keep things simple with mascara and black liner along waterlines (your lower inner-eye rims) and smudge into lower lashes for definition. Lancôme Rouge in Love in Berry in Love, \$29; lancome-usa.com. Hourglass Opaque Rouge Liquid Lipstick in Empress, \$28; sephora.com. Iman Cosmetics Luxury Moisturizing Lipstick in Black Brandy, \$10; ulta.com.