



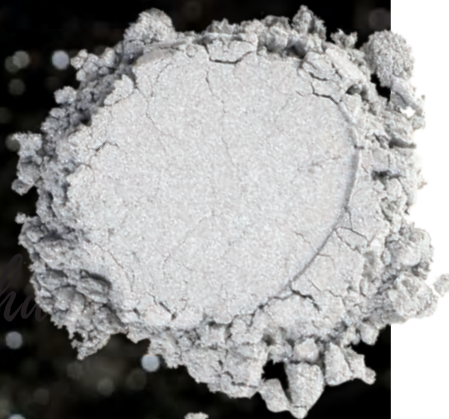
TREND REPORT

FW • 2017

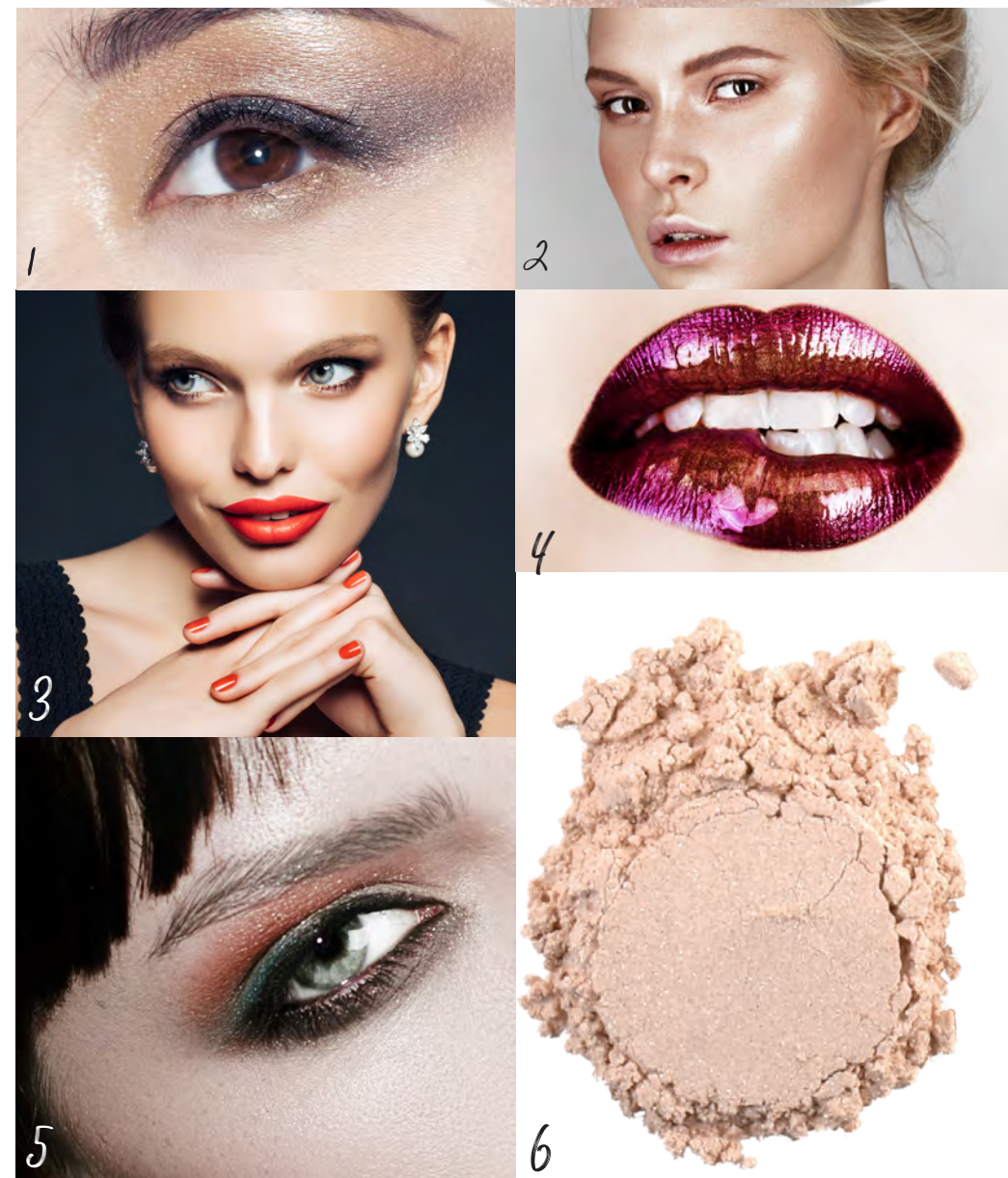
The make-up trend that stole the Fall/Winter 2017-2018 shows was the strong play of **metallics** which seem to be right in line with the cool crisp weather of fall and glitz of the approaching holiday season. **Natural, glowing complexions** create a fresh face finish, while a soft touch of silver shadow dusted in the corners of the eye diminish darkness. Just in time for the holidays, metallic shades are merry and bright on both eyes and nails. Lip color makes a statement in **deep, bold shades** with **two-toned lips**...why wear one color when you can wear two? The subtle **ombre** lip which gradually grew lighter toward the inner lip drew attention on all the runways of the world.

Nails in shades of **blue, green, berry, red, orange** and **holographic shimmer** were favored. From **barely-there minimalism** to **tribal looks**, the return of gothic, reinvented graphic liner, and super long oversized eyelashes slightly spaced for a touch of Twiggy style... this season is wild!

NEW CUSTOM
EYELIGHTS SHADOW
high voltage



8 New Shades



1. Metallics
2. Get Glowing
3. Way-Out Pout
4. Ombre Lips
5. Get in Line
6. Eyelights