

# THE ICONIC

HAIR AND MAKEUP GUIDE

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**MEN'S**

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## CONTEMPORARY/DESIGNER - HAIR

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*Hair tips to remember:* Hair should be neat and sleek. Ensure that it is tucked behind the ears. Editorial, effortless and cool.



**Direction:** Ensure that hair is not overstyled.

**HAIR look 1:** Glossy, sleek low pony with middle or side part.

**HAIR look 2:** Relaxed, natural hair out with movement, option to tuck behind ears.

**HAIR look 3:** Low loop bun/ tight sleek low bun (keep curls if model has them!).

## CONTEMPORARY/DESIGNER - MAKEUP

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*Makeup tips to remember:* Eyebrows brushed up, creamy colouring on cheeks with a light highlight, natural & glowy skin, minimal coverage - only where needed, nude lip or lip balm.



**Direction:** Hair & makeup should always be minimal for contemporary/designer. Makeup should always be sleek and clean. Coloured lip can be added in some instances, where it does not overwhelm the complete look.

**SKIN look 1:** Fresh dewy skin with highlights (powder where needed).

**SKIN look 2:** Creamy cheeks/highlighter.

**SKIN look 3:** Minimal coverage, natural tone and added highlighter.

*Makeup tips to remember:* Emphasise/enhance the eyes OR lips with a pop of colour. The base should still be kept fresh and natural with eyebrows brushed up.



**Direction:** Always keep base and skin coverage light. Sheer shadows and copper-gold tones. Trend-driven, accentuating the models natural features to radiate 'fashion girl'.

**MAKEUP look 1:** Light dewy skin - similar to contemporary/designer. Pop of lip colour in matte depending on item of clothing worn.

**MAKEUP look 2:** Bare skin, slight contour and highlighter on cheekbones, light copper golden shadow, brushed up brows.

**MAKEUP look 3:** Glow skin, sheer brown shadow, lip balm or pop of colour in matte tone.



*Hair tips to remember:* Work with the models natural texture (if they have it) to make their look appear effortless. A slight wave through the hair or a textured upstyle is another great option.



**Direction:** Work with the models natural hair to elevate into the effortless cool vibe that is trend-driven.

**HAIR look 1:** Cool curls, out, with fringe, low piecey curly pony or bun.

**HAIR look 2:** Undone texture, crinkled wave.

**HAIR look 3:** Loose high pony with texture at roots and wispy pieces/ or a half upstyle.

## SURF - MAKEUP

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*Makeup tips to remember:* Eyes are light with bronze/golden tones. Base is glowy and natural, can be bronzed. Lip colour in a natural hue or just lip balm.



**Direction:** Makeup should be glowing, sunkissed and natural but still light, keeping within the makeup direction. Beach, skate/surfer girl.

**MAKEUP look 1:** Glowing highlight, light contour, matte nude lip.

**MAKEUP look 2:** Light golden clear sheen on shadows, gloss pink nude lip, fresh clear skin.

**MAKEUP look 3:** Light golden shadow, slight contouring, slight peach blush, lip balm.

*Hair tips to remember:* Work with the models natural texture (if they have it) to make their look appear effortless. A slight wave through the hair or a textured upstyle is another great option.



**Direction:** Hair should be textured and tousled. Young, fresh, sea salt hair vibes. Should be a representation of the true beach girl.

**HAIR look 1:** Side flick part, textured waves OR middle part, adding texture to roots.

**HAIR look 2:** Messy top knot with wispy pieces.

**HAIR look 3:** Half up topknot with wavy hair and texture.



*Makeup tips to remember:* Apply power where needed. Define the eyes with eyeliner. Keep the base natural and glowy. Utilise a pop of colour on the lips.



**Direction:** Use only one key-trend per model, eyes OR lips. Ensure colours used are complementary to the item of clothing worn. For fast, young, instant fashion. The social media-influenced customer.

**MAKEUP look 1:** Gloss shadow, pink nude gloss lip. Golden peach sheen tones. Light on skin.

**MAKEUP look 2:** Bare face with bold matte lip - colours such as pop red, bright orange, deep pink. Sheer shadow.

**MAKEUP look 3:** Winged liner in black or in trend colour. Nude lip and bare face.

## TREND - HAIR

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*Hair tips to remember:* Hair is trend driven and aimed at a youthful customer. Texturise and flip hair to one side or use hair accessories. High sleek pony or bun with wispy pieces.



**Direction:** Can be beneficial to use a fan for movement and to emphasise texture. Look is effortless and cool. Fast, young, instant fashion. Social media-inspired customer.

**HAIR look 1:** Messy up do, enhancing models natural hair and texture. Keeping wispy pieces.

**HAIR look 2:** Flipped over, exaggerated, trend-driven.

**HAIR look 3:** Use of fashion clips with soft wave.

*Makeup tips to remember:* Enhanced natural makeup. Use of light and neutral tones on eyes and cheeks. Soft and subtle.



**Direction:** Mainstream fashion should be pretty, with soft flattering tones enhancing the models natural features. (Lingerie is included in the mainstream category). A classic, more refined look. A follower of the ‘trend’ rather than a trend setter.

**MAKEUP look 1:** Soft brown eyeshadow, light nude lip tone, brushed brows, soft blush in peach tones.

**MAKEUP look 2:** Light on eyes with light contouring and natural lip balm.

**MAKEUP look 3:** Glowing shadow in light golden apricot tones, dark nude lip tone.

*Hair tips to remember:* Hair looks naturally refined and polished. Enhances the models natural texture with hair down or up in a soft upstyle. Can add a very subtle wave if needed.



**Direction:** Less trend driven, more pretty and refined. (Lingerie is included in the mainstream category). Refined, sophisticated and quite chic. Girl next door.

**HAIR look 1:** Tousled, undone and effortless. Less trend driven, neat with texture and wave.

**HAIR look 2:** Swept off face in loose updo mid height- soft and flattering.

**HAIR look 3:** Textured off face with volume into loose wave or pony.



*Makeup tips to remember:* Very minimal to no eyeshadow. Aim to achieve a 'no makeup' look with minimal coverage (only where needed). Only lip balm (clear or tinted) to be used on lips.



**Direction:** Fresh and energetic. Aspirational, yet realistic enough to work out - an elevated natural look.

**MAKEUP look 1:** Clear shadow, natural lip stain and soft glow on skin.

**MAKEUP look 2:** Light contour, light golden shadow, gloss lip.

**MAKEUP look 3:** Bare face keeping freckles and beauty spots, lip balm and mascara, no eyeshadow.



*Hair tips to remember:* Hair up in a high/low pony or bun. Braided styles or plaits are fine to use.



**Direction:** A true work-out girl. Practical and effortless, with some movement in the style, e.g. wispy edges. Can use fan in session to encourage movement.

**HAIR look 1:** Wispy and textured high pony. Hair pieces around face, fan-on.

**HAIR look 2:** Loosely pulled back with texture, side low braid with wispy pieces.

**HAIR look 3:** Textured braided hair.

*Makeup tips to remember:* Very minimal makeup. Sheer application of eyeshadow and lipstick.



**Direction:** Skin and lips should always have a natural look.

**MAKEUP look 1:** Bare skin. Natural lip balm. Light brown sheer sheen on shadow. Brushed up eyebrows.

**MAKEUP look 2:** Bare face with single flick black liner (eyeliner should be used sparingly).

**MAKEUP look 3:** Natural undone makeup with slight highlighter and colour to cheeks, brushed up brows. Freckled are retained, mascara only.

*Hair tips to remember:* Enhance models natural hair texture. Think ‘tomboy’ e.g. low pony with wispy pieces framing the face.



**Direction:** Street-style fashion. Effortless and cool.

**HAIR look 1:** Street fashion look incorporating a low pony.

**HAIR look 2:** Loose updo either low or mid height, with pieces of hair to frame face.

**HAIR look 3:** Side or middle part with slight wispy detail around face.

*Tips to remember:* Work with the models natural hair and look, using only dry product and texture. Powder touch ups can be done on skin, if needed.



**Direction:** Hair in a slightly more fashion direction, but still relatable - e.g. hair fringe forward, curls scrunched to enhance, side part etc. Make use of models natural features and hair.