# It's About Time

Written by, make-up and hair: Ilise Harris Photography: Peter Freed Styling: Stephanie Styles

Leave it to the baby boomers to once again shake up society's notion of how things could be, and what things could look like.

The generation that said *Don't trust anyone over 30* is now redefining what it means to age. Old is the new black on runways, editorial and in advertising.

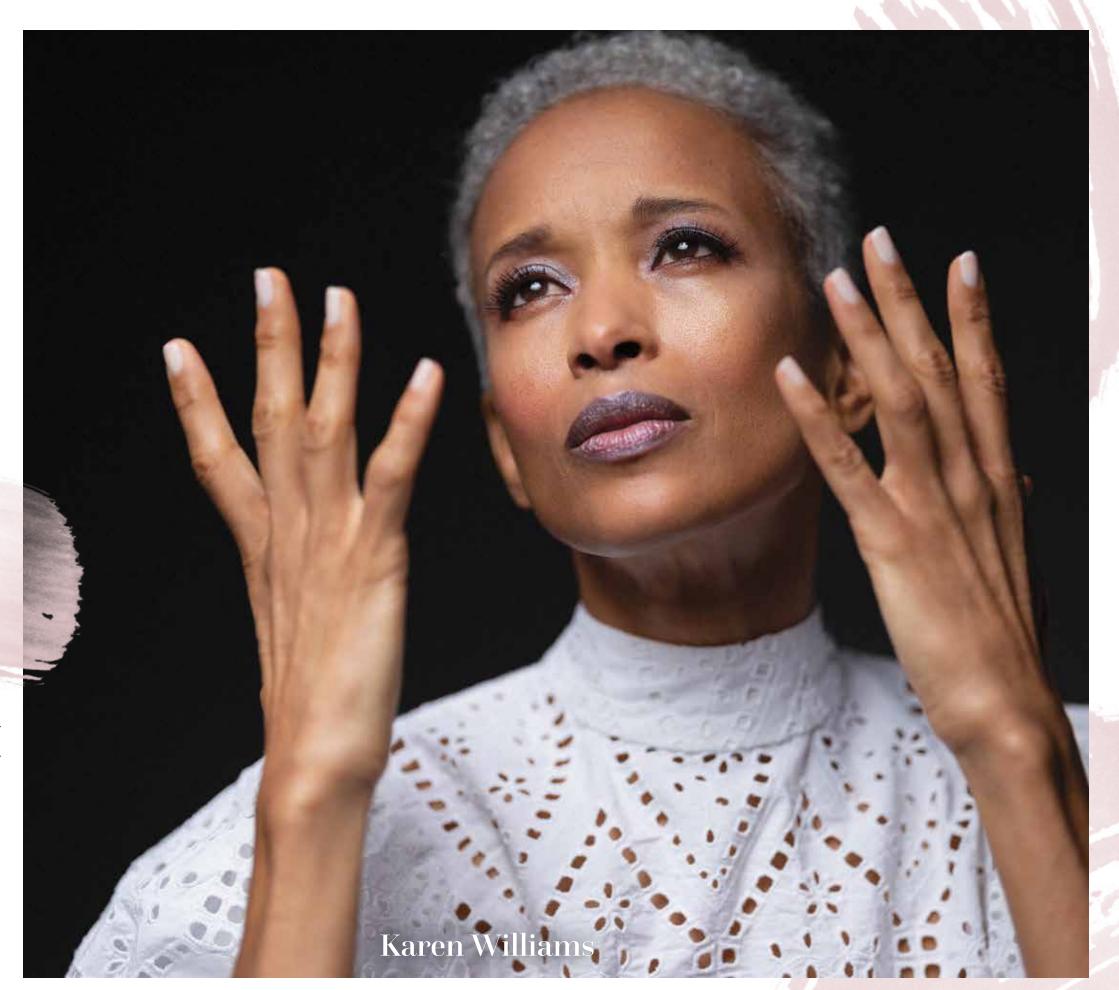
This exciting trend in fashion and beauty is called Graynaissance. It might be a fetish moment, this trend of designers sending a model down the catwalk who may be well into her 70s or beyond, but ideas from the catwalk always make their way into the mainstream.

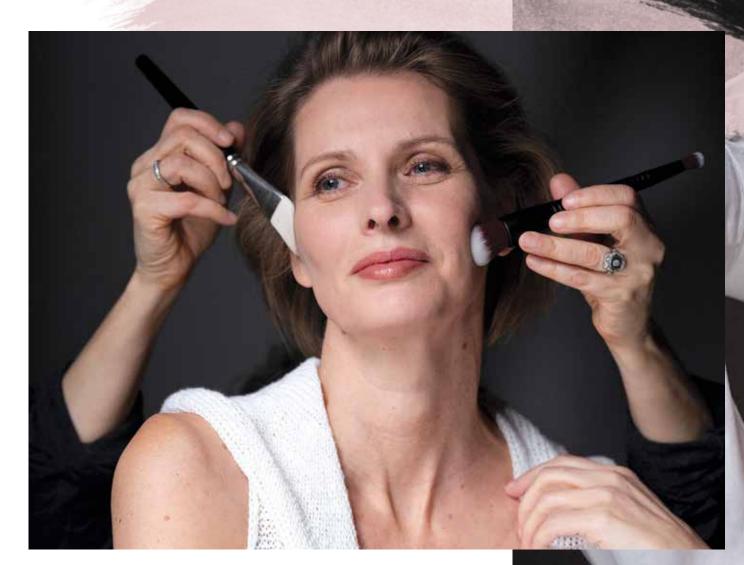
With the expendable income of many baby boomers, marketing directly to this demographic has been an obvious choice for brands, and we've seen this increase steadily over the past decade or so. For example: those ads of

senior couples with nice teeth, strolling the beach, hand-in-hand, rolled up chinos, sunny sky, selling a lifestyle of cruises, Viagra and adult living communities. There is the stock shot of sunhat granny (also with nice teeth, ha!) wielding rose bush clippers, happy to be relieved of arthritic pain.

But suddenly we are seeing real fashion and editorial beauty made even trendier because of the age of the models, not despite it. As a 61-year-old make-up artist, I couldn't be happier!

The advertising giant J. Walter Thompson renamed baby boomers The Elastic Generation in a report named "Elastic Generation: The Female Edit." They studied women in the U.K., and here are just a few conclusions





from the 82-page report.

1) Women in their 50s, 60s and early 70s are active, engaged and involved. Pillars of family, community and society, nothing they do is brands to take age out of the equa- are.' tion.

2) We need to ditch the tired stereotypes. These women are living according to how they feel rather than how they ought, pushing the boundaries of expectation and upending the status quo. Ever the generation of rebels, they are reinventing life past 50, as they forge the path others will follow.

and wonder why brands are so straitence may pique their interest.

The agency is telling their clithe narrative that focuses on youth.

Celebrate the self-knowledge that comes with age. Drop the negative beauty messaging; it's off the mark. These women know they aren't getting any younger, they just want to motivated by their age. It's time for look and feel good at the age they

As make-up artists we have the opportunity to look at aging and beauty with a fresh perspective. The term antiaging has been replaced by pro-age. Perhaps no one can be given more credit for this shift than the late Cindy Joseph, a make-up artist turned model turned entrepreneur and creator of Boom! Cindy sadly passed away last July. I first met Cindy on a catalogue shoot over 35 3) No need to keep it serene, years ago. She was the make-up artist these women have a sense of humor and I was doing hair. Cindy Crawford was the model. I was so nervous because laced with them. A streak of irrever- make-up was always my strength, and I was basically out of my league. Cindy [Joseph] took me under her wing. She ents that: "Style is ageless, so shift shared with me secrets from her makeup kit. She even purchased foundations

for me from Paris.

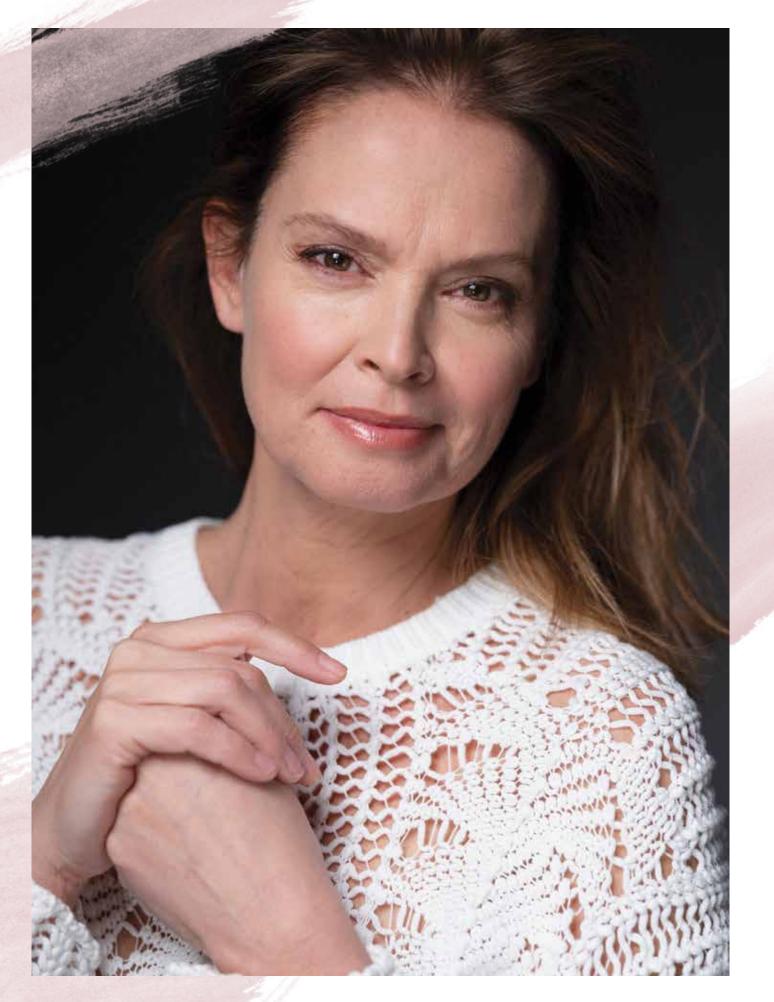
I remember all of this like it was yesterday. Her warmth and generosity of spirit made such an impression on me. Cindy role-modeled the kind of artist and person I wanted to be in the midst of what can be a cutthroat business. I have often thought of her kindness when I have passed it forward to younger artists under my wing. We met many years later and then got together for coffee. By this time, she had already had a successful career as a silver-haired natural beauty. Cindy gave me samples of her make-up line, Boom! I loved them. I am so happy



—Ilise Harris

# **Cathy Fedoruk**

"But suddenly we are seeing real fashion and editorial beauty made even trendier because of the age of the models, not despite it. As a 61-year-old make-up artist, I couldn't be happier!"



#### Karina Gomez

her company lives on and sent me product to feature in this story. Boomsticks! might be the first compact, multi-tasking, shine.

Role models are all over Instagram Cosmetics is Maye Musk, the "it girl" celebrating.

where almost all the models are over 103. 60-are spearheading this moment. In addition to the iconic faces from all-natural, color and skincare line to the 1980s and '90s, I discovered speak directly to mature women. Women amazing women with unconventional who want to unmask themselves and uniqueness and a beautiful ownership of age.

I was fortunate to work with and in editorial and advertising cam- IconicFocus for this story. The modpaigns. The new face for CoverGirl els are in their 50s, had successful careers as young cover girls, built rich for this silver tsunami. She is 70 and and interesting lives, and are now modeling again. Photographer Peter To research this trend, I looked Freed was the perfect choice for this to some exciting modeling agen- story. Freed has worked with many cies worldwide that solely represent celebrities but is well-known for his mature-or classic men and women. book PRIME: Reflections on Time and IconicFocus in New York, Mrs. Beauty (theprimebook.org) which fea-Robinson Management in London tures stunning make-up-free portraits and Oldushka Models in Moscow— of women in their prime, aged 40 to



I asked Peter what he would tell make-up people about working with mature women. He says, "Same thing I do with lighting and Photoshop. Embellish and stay true to the face. If the finished product doesn't look like the person, then I've failed." So, for this story, I stayed with Peter's aesthetic, and did the most minimal make-up, then bumped it up a notch for an alternative look.

Model Karina Gomez suggests this, "My advice to make-up artists with my mature complexion would be to enhance my features, of course, but naturally. Too much make-up is aging. I believe a true artist can produce a better, improved and glamorous you without looking painted and aged."

"Skin should look healthy, radiant, glowing, hydrated. Use serums/ oils, liquid foundation, cream/liquid blush or even a few dots of lipstick on cheeks. Limit powder, define brown, subtly contour with foundation and highlighting, moisturize lips."

—Karen Williams

"I personally enjoy hearing about new products and techniques," says Cathy Fedoruk. "Don't be afraid to ask for an opinion or assistance. I'm thrilled to lend a hand (my mascara application skills are excellent), or offer advice, especially now at 51 years old, as confidence comes with age."

Karen Williams says, "Skin should look healthy, radiant, glowing, hydrated. Use serums/oils, liquid foundation, cream/ liquid blush or even a few dots of lipstick on cheeks. Limit powder, define brows, subtly contour with foundation and highlighting, moisturize lips."

We used to say, "Age Before Beauty,"

which suggested that the two were mutually exclusive. As our culture comes of age and becomes more inclusive in so many ways, we are seeing and celebrating beauty at every age. It's about time. MA

Visit makeupmag.com for Ilise Harris' breakdowns on these looks and tips on working with mature models' skin. For more on her work, visit iliseharris.com.

• Dior Backstage Airflash Foundations

• Khus+Khus Mint Lip Treatment

• Khus+Khus Blossom Face Serum

**KEY PRODUCTS:** 

Dior Airflash Radiance Mist

• Kypris Beauty Elixer 1

Boomsticks

Boomsilk

Boom Nectar

- M.A.C. Upward Lash
- Hairstory



Make-Up Artist magazine PRO members receive discounts on all Artistry Unlocked classes.

Don't miss out on PRO-only nights at IMATS NY Friday, April 12 and IMATS London Friday, May 10.

Did you know we also have a brand-new 1-hour PRO and Insider Pass shopping hour in select cities on Saturdays from 9:00-10:00 a.m.?

Learn more about exciting changes and the awesome benefits of being a Make-Up Artist magazine Pro-Card member at:

MAKEUPMAG.COM/PRO









SPONSORED BY

# HOUSTON 8.5.19

### DALLAS 8.3.19

## **PHOENIX** 7.13.19

## LONDON 5.10.19