

It's About Time

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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 re-defining 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



Karen Williams



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 motivated by their age. It's time for brands to take age out of the equation.

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 re-inventing life past 50, as they forge the path others will follow.

3) No need to keep it serene, these women have a sense of humor and wonder why brands are so strait-laced with them. A streak of irreverence may pique their interest.

The agency is telling their clients that: "Style is ageless, so shift the 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 look and feel good at the age they are."

As make-up artists we have the opportunity to look at aging and beauty with a fresh perspective. The term anti-aging 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 years ago. She was the make-up artist and I was doing hair. Cindy Crawford was the model. I was so nervous because make-up was always my strength, and I was basically out of my league. Cindy [Joseph] took me under her wing. She shared with me secrets from her make-up 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



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her company lives on and sent me product to feature in this story. Boomsticks! might be the first compact, multi-tasking, all-natural, color and skincare line to speak directly to mature women. Women who want to unmask themselves and shine.

Role models are all over Instagram and in editorial and advertising campaigns. The new face for CoverGirl Cosmetics is Maye Musk, the “it girl” for this silver tsunami. She is 70 and celebrating.

To research this trend, I looked to some exciting modeling agencies worldwide that solely represent mature—or *classic* men and women. IconicFocus in New York, Mrs. Robinson Management in London and Oldushka Models in Moscow—

where almost all the models are over 60—are spearheading this moment. In addition to the iconic faces from the 1980s and '90s, I discovered amazing women with unconventional uniqueness and a beautiful ownership of age.

I was fortunate to work with IconicFocus for this story. The models are in their 50s, had successful careers as young cover girls, built rich and interesting lives, and are now modeling again. Photographer Peter Freed was the perfect choice for this story. Freed has worked with many celebrities but is well-known for his book *PRIME: Reflections on Time and Beauty* (theprimebook.org) which features stunning make-up-free portraits of women in their prime, aged 40 to

103.

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.”

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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.

KEY PRODUCTS:

- Boom Nectar
- Khus+Khus Blossom Face Serum
- Kypris Beauty Elixer 1
- Khus+Khus Mint Lip Treatment
- Boomsilk
- Dior Backstage Airflash Foundations
- Dior Airflash Radiance Mist
- Boomsticks
- M.A.C. Upward Lash
- Hairstory

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