

PRESS RELEASE

William Fan Make-up Autumn & Winter 2017/18 by CATRICE

Yesterday evening, on Thursday, the 19th of January 2017, the designer William Fan presented his Autumn & Winter Collection 2017/18 as part of the BERLINER MODE SALON (Berlin Fashion Salon) in the premises of the EMST Berlin | Ehemaliges Staatsratsgebäude (Former State Council Building). For the fourth time in a row, the cosmetics brand CATRICE is the official make-up partner and sponsor of the Berliner Mode Salon (Berlin Fashion Salon) – therefore, all models received a professional make-up styling with CATRICE products for the defilee by William Fan.

The special thing about the look by William Fan this season: there are a total of three different make-up looks: the first look focuses on white eyeliner, which is incomplete on one side; the second look impresses with semi-painted lips in red and the third look shows just one eye with make-up, which stands out even more thanks to additional lashes. The idea behind the looks is based on the fast-paced world, which is symbolised by the bustling Chinatown in the show – everything has to get done quickly. Each individual look remains incomplete, which at the same time conveys the charm of a not quite perfect and therefore raw look.

Here is a step-by-step guide to creating the **first make-up of the show**:

Step 1: The skin remains pure and natural. Only small flaws and skin irregularities are concealed with powder and given a slight touch-up.

Step 2: The brows are brushed into shape and the lashes remain natural without mascara.

Step 3: Only the lower lip is painted in a matt red. A new shade is created by mixing the **Longlasting Lip Pencil 130 Prince Cherry** and the **Velvet Matt Lip Cream 060 REDvolution**. Once the colour has been applied, the lower lip is additionally matted with the **Prime And Fine Mattifying Powder Waterproof 010 Translucent** matt.



Here is a step-by-step guide to creating the **second make-up of the show**:

Step 1: The skin remains pure and natural. Only small flaws and skin irregularities are concealed with powder and given a slight touch-up.

Step 2: For a complexion with a fresh touch, a small amount of the lipstick **Ultimate Colour Lip Colour 370 In A Rosegarten** is applied on the middle of each cheek.



Step 3: The brows are brushed into shape and the lashes remain natural without mascara.

Step 4: A fine, white line is applied on the right eye (the left eye when viewed from the front) with the **Kohl Kajal 040 White**, sweeping along the inner and outer edges of the upper lashline. The left eye (the right eye when viewed from the front) is kept subtle with just a short line along the outer, upper lashline.



Step 5: The **Volumizing Lip Booster 010** is applied on the lower lip for a bold shine effect. The upper lip, on the other hand, is mattified.



Here is a step-by-step guide to creating the **third make-up of the show**:

Step 1: The skin remains pure and natural. Only small flaws and skin irregularities are concealed with powder and given a slight touch-up.

Step 2: Only the brow above the left eye (the right eye when viewed from the front) is filled in and brought into shape – with the help of the **Eyebrow Stylist** and the **Eye Brow Set**.



Step 3: Only the left eye is accentuated with a black eyeliner, which is swept along the upper lashline. The **Liquid Gel Cushion Eye Liner 010 The Black Sheep** is used for this.



Step 4: To make the eyes look larger, the left eye (the right eye when viewed from the front) is enhanced by applying false lashes such as the **Couture Classical Volume Lashes** on the upper lashline.



Step 5: The one-sided eye make-up is perfectly rounded off by applying a mixture of the **Prêt-à-Lumière Longlasting Eyeshadow 030 Diner En Blanc** and the **Made To Stay Highlighter Pen 030 Eye Need!** as a subtle highlight on the inner corner of the eye.



Step 6: The lips remain pure without lipstick.

All three looks are complemented by the same manicure:

The nails are given optionally a pure matt, a glossy red or pink finish with the **Silk Matt Top Coat**, with the **Ultimate Nail Lacquer 91 It's All About That Red** or with the **Ultimate Nail Lacquer 27 The Pinky And The Brain**.



The product images for this look can be downloaded here:

www.cosnova-mediabox.com

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