

# fashion

## NV resident makes Lancome finals

Rosalind Duane

newsroom@nsnews.com

WITH only an hour and a half to create two looks, Leanne Taylor

took to the stage at the 2004 Lancome Makeup Artist of the Year competition in Toronto and set to work.

Taylor, who grew up and

currently lives in North Vancouver, was one of five finalists chosen from applicants across the country. Participants were judged on skill, creativity and communication with the models. The winner of the

event was a makeup artist from Toronto, but Taylor said she was pleased with the job she did. Each makeup artist had to create a dramatic look and a softer day look. Taylor explained that the looks had to showcase Lancome's new spring makeup collection called French Riviera, and work with a particular clothing designer's spring collection. Taylor said for the dramatic look she made deep, bold lips the focal point of the model's face. She also made the model's eyes a bit smoky and used lots of mascara because she said Lancome has fantastic mascara products.

For the softer day look Taylor said she concentrated on the model's skin and making the complexion even. She added that she created a "bronze sun-kissed look" to correspond with the French Riviera theme. Taylor said she hadn't seen the clothing or the makeup line before the competition so it was difficult to prepare for it. She said part of her preparation was to make sure she knew what was happening with spring collections on runways around the world. This was the first year of the competition and Taylor said she enjoyed the experience.

"It was great to meet the other makeup artists," she said, adding that competing on a stage in front of a large audience was exciting.



NEWS photo Mike Wakefield

LEANNE Taylor was one of a handful of finalists in the Lancome Makeup Artist of the Year competition.

To compete in the event, Taylor first submitted a portfolio of pictures and a brief explanation of her makeup philosophy to the event organizers. Based on her portfolio, she

became one of 20 semi-finalists from across Canada and was interviewed in person by a Lancome executive. Of those

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interviews, Taylor was one of five participants to compete in Toronto in December. She said the keys to being a successful makeup artist are skill and communication.

"You have to listen to the client to fully understand the scope of the job and share the same vision," she explained.

Taylor has been working as a freelance professional makeup artist for four years. She said she has worked with everyone from average individuals to models and actresses. She also did some demo work for Lancome in the past and since the competition has become Lancome's regional makeup artist. She said she is "no stranger to the fashion industry," as she did some modelling when she was younger. That experience helped her current career when she was able to use some connections and contacts in the business to start working as a makeup artist. While she was working, Taylor attended the Blanche Macdonald Centre for Applied Design for three years. Prior to that, she had attended the University of British Columbia and was studying literature, but said the curriculum didn't "compel her." She said she has a passion for make-up artistry that stems from a lifelong love of art, including painting and drawing.

In order to prepare for the spring season, Taylor offered a few makeup tips.

For those who use minimal makeup, Taylor suggests concealer for under the eyes, around the nose or anywhere with redness.

Taylor also predicted that an upcoming trend for spring is a lot of colour in clothing as well as makeup. She said people can't be afraid to play with makeup this spring — "there's no right or wrong." She said the key will be to have fun with the different colours.