



# Virtual reality

## CONTOURING MAKEUP STAGES A BIG COMEBACK

By DANA WOOD

**F**IVE weeks ago, Kim Kardashian Instagrammed a selfie of her sculpting makeup, pre-blending and buffing. It looked like a topographic map, a landscape of natural and man-made features.

"Contour!!!! Not finished with my make up yet but wanted to share a pic of some contouring make up tricks!" she captioned.

With more than 30 million followers on social media, Kardashian has played a major part in the revival of this century-old technique. It started with screen legends like Greta Garbo in the silent-movie era, returned to the spotlight in the '70s and '80s (when famed makeup artist Kevyn Aucoin "invented" cheekbones), and now, thanks to stars like Kardashian and Jennifer Lopez, is back in the mainstream.

With so much iPhone-camera action, looking just OK doesn't cut it anymore, says makeup artist Rob Schepky, chiseler-in-chief to Kim Kardashian and "Shahs of Sunset" looker Lily Ghalichi. "Everyone is so aware of shading techniques now, and how to enhance their features," he says. "They'll say, 'I just want to look more perfect.'"

Contouring can help achieve that illusory perfection, but only if you execute well — and save it for the right setting. "Obviously a regular woman going to work wouldn't want to wear the same makeup she wears to a special event," says Schepky. "But then again, I have clients for whom contouring is an everyday look. If they're on TV or in magazines all the time, I think it's appropriate."

Contouring is the play between shadow and light — or contour and highlighter — designed to coax supermodel bone structure out of civilian faces. For areas you'd like diminished (the chub-

biest part of your cheek, say, or a saggy jawline), you go a little darker. Any bit you want to pop — think higher facial planes on cheekbones and the bridge of the nose — gets the light treatment.

On the product front, there are silky new powders like Marc Jacobs Beauty #Instamarc Light-Filtering Contour Powder, and double-sided items like Lancôme's Le Duo Stick, with highlighter and contour. But the bulk of the market is in creams and liquids. A few — including Dr. Jart+ BB Mate Contouring L2.3 Kit — even boast anti-aging ingredients. "I typically work with creams," says Schepky. "They tend to photograph a little softer."

Lancôme national makeup artist Sandy Linter is a fan of today's lighter formulas. Back in the '70s, Linter would slap a heavy layer of rust or plum blush on top of dark contour, but now dials it back. "Shades of blush have changed," she says. "They're now more neutral, so the contour color can mimic a natural shading effect."

And once you get your shading game on, carving a set of killer cheekbones can get a little addictive. "Contouring has definitely emerged as a staple," says Gilbert Soliz, global makeup artist for Marc Jacobs Beauty. "We live in the age of the selfie. Our makeup routines are becoming more and more focused on catching ourselves at the perfect angle."

## THE HIT LIST

1. **Skincierge** Anti-Aging Foundation, \$95 at [skincierge-paris.com](http://skincierge-paris.com)
2. **Chubby Stick** Sculpting Contour Stick at [clinique.com](http://clinique.com)
3. **Bronze Goddess** Shimmering Nudes Eye Shadow Palette, \$55 at [estee-lauder.com](http://estee-lauder.com)
4. **Instamarc** Light-Filtering Contour Powder, \$69 at [marcjacobs.com](http://marcjacobs.com)
5. **Mini Contour Kit** (sold with a blending sponge), \$25 at [tweezerman.com](http://tweezerman.com)
6. **Le Duo Stick**, \$36 at [lancome-usa.com](http://lancome-usa.com)
7. **Step-by-Step Contour Stick** (The Bold with two other pencils), \$45 at [smashbox.com](http://smashbox.com)

PHOTOS BY GUY AROZ, JEFFREY MANNINGHAM, COURTESY OF THE BRANDS



## SCULPTING 101

### Figure out your face shape

Whether oval, heart or round, each benefits from a slightly different placement of contour and highlighter. "It's the biggest challenge when it comes to contouring," says celeb tattoo artist and budding makeup mogul Kat Von D. "But once you've identified your face shape, you can determine which techniques work best." (Need step-by-step instruction? Check out Von D's contouring videos at [katvondbeauty.com](http://katvondbeauty.com).)

### Spurge on a contouring-specific tool or two

To go pro, you need brushes and sponges designed to hug your bone structure and deposit product exactly where you want it. Your go-to fluffy number won't give you the precision you're after.

### Stay within two shades of your natural skin tone

That goes for contour and highlight. Too dark or too light reads heavy in real life. And whether you're opting for creams or powders, make sure your contour is matte, not shimmer. Sparkle catches the light and draws the eye, which defeats the purpose of contour.

### Tweak until you find your comfort zone

The key to great contouring is knowing when to ramp up or pump the breaks. "If you're not a big makeup wearer — a mascara and lip-gloss girl — your contouring should be light-handed," says Kardashian makeup guru Rob Schepky. "But some women can handle a heavier look. It's really about customizing it. And you have to make mistakes at first to figure out what you like."

