

Reese Witherspoon (right)
with makeup artist Molly R. Stern
Photographed by Miller Mobley on Nov. 5
at Studio 1342 in Los Angeles

"A few years ago, I was like, 'I don't like these lines on my face,' and Molly goes, 'Um, those are smile lines. Don't feel bad about that,'" says Witherspoon. "She makes me feel better about how I look and how I'm changing and makes me feel like aging is beautiful."

Styling by Carol McColgin
On Witherspoon: Dries Van Noten top.
On Stern: m.r.s. top.



Hollywood's 25 Best Beauty Moments of 2015

INSTA-GLAM!

Pair an A-lister with the right artists and watch social media explode, brands come calling and

(both hair and makeup), many photographed together in this portfolio, new stars get born (or reborn — talking about you, Taraji)

By MEG HEMPHILL Produced and edited by CAROL MCCOLGIN

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Beauty in the eye of the beholder? No, today, beauty is in the eye of the Internet. This, 2015, was the year that beauty went fully social, when A-listers valued their looks according to their "likes" and one Instagram post could connect with millions of followers. Case in point: the Ali MacGraw-esque look created for Kendall Jenner (*THR* beauty moment No. 9) by hairstylist Jen Atkin. Jenner, 20, landed an Estee Lauder contract based partly on her social-media popularity (40.9 million followers on Instagram, 13.3 million on Twitter) as brands slavishly chase the Snapchat generation. Other social-media slam-dunks? Lupita Nyong'o's fluffy donut bun at the Cannes Film Festival by hairstylist Vernon Francois (No. 2) garnered its own hashtag ("They're calling it a #fronut," the actress said on Instagram. "I like that!"); *THR* cover star Taraji P. Henson's diva dynamism on Fox's *Empire* (No. 1) spawns thousands of YouTube tutorials on how to look like Cookie Lyon; and Cara Delevingne's 22.2 million Instagram followers just might have something do with high-end brow products flying off the shelves.

Of course, today's hashtag culture has inspired several new beauty terms, from the hun (half-up bun, No. 12, worn by Jennifer Lopez) and the wob (the wavy bob, No. 15, on Kirsten Dunst and cut by hairstylist Cervando Maldonado) to strobing (or facial highlighting), the opposite of last year's contouring craze. Blake Lively (No. 7) used this trick to great effect at the New York *Age of Adaline* premiere in April. Social media even can be used to test market a red-carpet concept, says Kate Lee, who did Keira Knightley's ethereal Oscar makeup (No. 10): "Instagram is a direct channel for people I don't know to let me know what they thought of a look." Finally, even as social media proliferates and language morphs, some looks remain timeless, including those of Reese Witherspoon, also on *THR*'s cover, whose uber femininity on the red carpet (No. 3) comes courtesy of makeup artist Molly R. Stern. Jokes Witherspoon, "We bonded over a mutual love of blush." Turn the page for *THR*'s fourth annual list of beauty moments, based on the year's biggest film, television and red-carpet looks as determined by social-media (and, yes, traditional media) impact.

11 *Mad Men's* Women Transform Post-Show With New Hair Hues
WHEN Promoting the AMC show's final season at the Museum of Modern Art in New York City on March 22
WHY IT MATTERS Just as Jon Hamm ditched clean-cut Don Draper for a full beard after the series, co-stars January Jones, Elisabeth Moss and Christina Hendricks opted for new hair colors once the drama wrapped, signaling the end of an era.

MUST HAVE PRODUCT Kiehl's Sunflower Color Preserving Deep Recovery Pak

Actors definitely crave and need a change after being a character for so long, says Jennifer J., owner of Juan Juan salons in Brentwood and Beverly Hills. For her client Jones, that meant sampling pastel pink and later strawberry blond after seven seasons of Betty Draper blond. For *Mad Men* co-star Moss, it was a trip to longtime colorist Caroline Buckler of New York City's Marie Robinson Salon to swap Peggy Olson's mousy brown for a bold blond that's on the sun-kissed side, explains Buckler. As for Hendricks, she set aside her box of Nice n Easy 6R/110 Natural Light Auburn—a shade she used to maintain her Joan Holloway red—and shifted to 8G/104 Natural Medium Golden Blonde in March, and then to her strawberry blond hue, 8SC Sandy Copper Blonde. (Clairol learned of Hendricks' affinity for the brand and offered a Nice n Easy spokesperson contract, which kicked off in January.) I was born a natural blonde. I started playing with hair color when I was 10 years old. I was inspired by *Anne of Green Gables* and loved how red hair made her stand out, Hendricks tells *THR*. After *Mad Men*, it was a perfect time to explore a new shade. I'm red for a role, but planning to go back to strawberry blond once it wraps.

12 Jennifer Lopez's Half-Up Bun
WHEN Her American Idol appearance on May 6
WHY IT MATTERS The Idol judge wore a half-up bun, igniting a worldwide "hun" obsession.

MUST HAVE PRODUCT Kerastase Resistance Serum Therapiste

It came from a simple beauty dilemma: to wear hair up or down? We couldn't decide, so we landed somewhere in the middle, says Lopez's hair guru Lorenzo Martin of his decision to twist the top part of Lopez's hair into a knot while leaving the rest cascading down. Although not entirely novel (Martin had seen the look in fashion editorials months earlier, and Margot Robbie rocked a version at Sundance in

January), the trend took off in a major way thanks to Lopez, 46. Beauty influencers dubbed her look the hairstyle for summer. Says Martin, who styled it with a gel serum, It's a nice alternative to a top knot.

13 Emma Stone's Graphic Blue Eyeliner
WHEN The July 9 Irrational Man premiere at the Writers Guild Theater in Los Angeles
WHY IT MATTERS With hundreds of red carpets behind her, the 27-year-old remains one of Hollywood's most watched style chameleons and Stone's edgy flick of blue liner proved she can still set trends.

MUST HAVE PRODUCT Revlon PhotoReady Kajal Matte Eye Pencil in Marine

Stone's makeup artist of more than eight years, Chanel's Rachel Goodwin, loves that a beauty moment such as this resonates with women. The look she's referring to is the bolt of electric blue on the outside corners of Stone's eyes, drawn in a V-shape with Revlon PhotoReady Kajal Matte Eye Pencil in Marine. That, paired with hairstylist Mara Roszak's relaxed updo (a horizontal braid with textured waves) and an embroidered Giambattista Valli dress, created a young, cool, modern look, says Goodwin. Between Goodwin, Roszak and red-carpet stylist Petra Flannery (who topped *THR*'s 2015 Power Stylists list), Stone's glam squad has her looking fresh from hair to heel for every red-carpet turn. We're like a band. We've been traveling the world together for almost a decade, says Goodwin. Emma's a risk-taker, which is a fun thing to be a part of.

14 Sarah Jessica Parker's Head-Turning Headdress
WHEN The May 4 Costume Institute Gala in New York
WHY IT MATTERS Parker wholly embraced the Chinese-inspired theme on fashion's most fabulous red carpet, proving once again she's the maven of the Met Gala.

MUST HAVE PRODUCT Laura Mercier Luster Eye Colour in Sherazade

Every year, Parker, 50, and her

trusted team—makeup artist Leslie Lopez and hairstylist Serge Normant embrace the Met Gala theme (this year was China: Through the Looking Glass)—with an appropriately over-the-top look. Although the night's co-sponsor, *Vogue*, called it a thematically tricky year, Parker nailed it with a poppy-embellished gown made of recycled materials that she co-designed with H&M and a dramatic, custom-made Philip Treacy head-dress. Lopez then used emerald-hued Laura Mercier products Caviar Stick in Jungle and Luster Eye Colour in Sherazade to create that jewel tone on the eye, with the aim of complementing and not overpowering the pompom- and tassel-adorned headpiece. Normant had the same goal: to make the hair go with the headpiece and not take away from it. Although he considered a ponytail or bun, he and Parker felt a simple, loose wave with movement worked best. Sarah Jessica and I always talk and have ideas, but have nothing set ahead of time. We prefer to leave a little to last-minute inspiration, Normant tells *THR*. When she put the headpiece on, it had a personality of its own and needed its own moment.

15 Kirsten Dunst's "It" Haircut
WHEN Her summer cut has been making waves ever since she got it on Aug. 12.

WHY IT MATTERS Last year's pixies and long bobs morphed into wavy (wavy bobs) with Dunst's being the gold standard: natural, sexy, modern.

MUST HAVE PRODUCT Oribe Curl by Definition Creme

After months of contemplating a cut, the *Fargo* actress lopped off 10 inches of long blond hair, resulting in a chin-grazing bob that flaunts her natural wavy texture while showcasing the year's It style: I had bleached my hair the year before, and Cervando was like, Let's cut this shit off! Dunst tells *THR*. The 33-year-old's longtime hair stylist, Cervando Maldonado, who did the chop, says actresses are craving a short cut that's still casual, sexy and loose, especially when it comes to wearing elaborate red-carpet gowns. Jennifer Lawrence and Anne Hathaway (both have grown-out pixies) as well as hairstylist Mark Townsend's clients Rachel McAdams, Dakota Johnson and Elizabeth Olsen also are sporting the style. Kirsten's so beautiful and can wear any style, but I like her with a bob—it suits her face very well, says Maldonado. His key for defining waves and getting pieciness is Oribe Curl by Definition Creme: It's about a bob with Brigitte Bardot texture.

Beauty Products Behind the Top Beauty Moments

Must-haves used to create 2015's most memorable film, television and red-carpet looks

<p>• This is my must-have product for Cookie, says Taraji P. Henson's makeup artist, Ashunta Sheri. It covers without looking cakey. Ashunta Sheri Perfect Face Blend Foundation Stick in Tan; ashuntasheribeauty.com</p>	<p>• Makeup artist Nicky Hines created rapper Tyga's iconic pout in Cannes with this double-shade lip plump lip. L'Oréal Paris Lip Plump Lip Plumper in Double Shade Lip Plumper</p>	<p>• Charlotte Tilbury's new-arrival foundation in this shade paired for the iconic glow that made her look like a goddess. Charlotte Tilbury's Magic Cream Foundation in Skin Match</p>	<p>• Makeup pro Charlotte Tilbury started with this primer (the perfect base) for Amal Clooney's Globes glow. Charlotte Tilbury Wonderglow; at Nordstrom</p>
<p>• Strobing guru Elaine Oars used a concealer brush to apply this L'Oréal Studio Secrets Magic Lumi Highlighter on Blake Lively, then pressed it in with her ngertips; at Ulta</p>	<p>• For Cara Blanchett's Canal makeup artist Maria Rosa used Chanel Rouge Allure Precious Écarlate (lipstick), which she would layer with Chanelmatte (lip gloss) to intensify the lip. Chanel Rouge Allure Precious Écarlate (lipstick); Chanelmatte (lip gloss)</p>	<p>• Hairstylist Jen Atkin spritzed Bumble and Bumble's Surf Spray onto Kendall Jenner's tresses for body and texture; at Sephora</p>	<p>• Kate Lee applied the perfect red to match the vibrant blue on the iconic colorist. Revlon ColorStay Lipstick in Red</p>
<p>• With all these color changes, it's critical to have great products to maintain healthy hair, says Elisabeth Moss' colorist, Caroline Buckler, who recommends Kiehl's Sun Power Color Preserving Deep Recovery Pak; at Kiehl's</p>	<p>• Hair stylist-in-demand Cervando Maldonado brings out the natural wave and texture of Kirsten Dunst's hair with Oribe Curl by Definition Creme; at Neiman Marcus</p>	<p>• Makeup artist Rachel Goodwin kept Emma Stone's makeup subdued to play up the daring lick of aqua on the outer corners of her eyes. Revlon PhotoReady Kajal Matte Eye Pencil in Marine; at local drugstores</p>	<p>• Hair stylist-in-demand Cervando Maldonado brings out the natural wave and texture of Kirsten Dunst's hair with Oribe Curl by Definition Creme; at Neiman Marcus</p>
<p>• For Julianne Hough's new-arrival hair, she used this Tom Ford Shade & Illuminate Palette to give Lady Gaga's Countess that carved yet glowing, ethereal skin on <i>American Horror Story: Hotel</i>; at Neiman Marcus</p>	<p>• Makeup artist Sarah Tanno uses this Tom Ford Shade & Illuminate Palette to give Lady Gaga's Countess that carved yet glowing, ethereal skin on <i>American Horror Story: Hotel</i>; at Neiman Marcus</p>	<p>• Makeup artist Pat Dubro applied Dior's Diorskin Nude Air Tan Healthy Glow Sun Powder (in Amber) on Charliize Theron only to areas where the sun hits the face, not on the whole thing, which can give it a muddy feeling; at Nordstrom</p>	<p>• Hair stylist-in-demand Cervando Maldonado brings out the natural wave and texture of Kirsten Dunst's hair with Oribe Curl by Definition Creme; at Neiman Marcus</p>
<p>• Orange alert: Pati Dubro infused Dakota Johnson's <i>Black Mass</i> premiere look with a s vibe using Chanel's Illusion D Ombre Long Wear Luminous Eyeshadow in Rouge-Gorge; chanel.com</p>	<p>• Makeup artist Sarah Tanno uses this Tom Ford Shade & Illuminate Palette to give Lady Gaga's Countess that carved yet glowing, ethereal skin on <i>American Horror Story: Hotel</i>; at Neiman Marcus</p>	<p>• For Emily Blunt's edgy pout, makeup artist Jenn Streicher applied this deep wine lipstick with matching lip liner to perfect the look; Bobbi Brown Rich Lip Color in Crimson; at Barneys New York</p>	<p>• The <i>Man From U.N.C.L.E.</i>'s hair and makeup designer Sarah Monzani used faux lashes for Elizabeth Debicki and Alicia Vikander's mod looks. Ardell Lashes; at Ulta</p>

PREVIOUS SPREAD: HAIR BY CERVANDO MALDONADO AT THE WALL GROUP; MAKEUP BY KARA YOSHIMOTO/BLA AT STARWORKS; ARTISTS: MANCURE BY SARAH CHEE FOR OPI; SAMOH/SANO AT EXCLUSIVE; ARTISTS: MANAGEMENT; LOPEZ: MICHAEL BECKER; FOX VIA GETTY IMAGES; MOSS: TODD WILLIAMS/IN; GETTY IMAGES FOR; AMAL CLOONEY: JESSICA LAUREN; GETTY IMAGES FOR; NICHE MEDIA; MOORE: IAN GAWAN; GETTY IMAGES; PARKER: DIMITRIOS KAMBOURIS; GETTY IMAGES; STONE: FREDERICK X. BRIDOWN; GETTY IMAGES; JENNER: JOHN SCULLI; GETTY IMAGES FOR CALVIN KLEIN; PRODUCTS: COURTESY OF SUBJECT

Lupita Nyong'o with makeup artist Nick Barose (left) and hairstylist Vernon Francois
 Photographed by Blossom Berkofsky on Oct. 28 at The Bowery Hotel in New York City
 "I've learned tons of beauty tricks! For one, Nick taught me how to put on lipstick right — from the center out. Vernon taught me how to comb my hair, which is a very basic thing, but the trick of wetting my hair before combing has saved me from a lot of breakage," says Nyong'o.
 Styling by Micaela Erlanger
 On Nyong'o: Balenciaga dress, Dana Rebecca jewelry.



16 **Julianne Moore's 1940s-Inspired Bombshell**
WHEN *The Feb. 8 BAFTA Awards*
WHY IT MATTERS *The Still Alice star had a jam-packed awards season and a myriad of looks, but one moment across the pond really stood out.*

MUST-HAVE PRODUCT *L'Oréal Paris Advanced Hairstyle Boost It Volume Inject Mousse*
 ••• Jetting from a Los Angeles photo shoot — where the hair reference for Moore, 54, was Rita Hayworth — to London, the Oscar winner and her longtime hair pro Marcus Francis knew they wanted to re-create those iconic brushed-out curls for the red carpet. When Moore's *A Single Man* director Tom Ford, who designed her BAFTA gown, suggested a Hayworth hairstyle to complement the plunging red velvet-and-crepe dress, "we knew it was the perfect time to do it," says Francis, who applied mousse from roots to ends to create texture and hold. Emma Lovell, Moore's go-to makeup artist in Europe, kept the look simple with lilac eye shadow and berry lips.

17 **Lady Gaga's Gothic Glam**
WHEN *On FX's American Horror Story: Hotel, which premiered Oct. 7*
WHY IT MATTERS *She still dominates music (Billboard is honoring her as 2015 Woman of the Year). Now she's bringing new fans to season five of Ryan Murphy's series: The premiere attracted 9.1 million viewers, making it the second-most-watched FX show ever.*

MUST-HAVE PRODUCT *Tom Ford Shade & Illuminate Palette*
 ••• The big magnet for *Hotel's* fifth-season opener was vampire-socialite Countess Elizabeth, played by Gaga, 29, who teased the episode beforehand to her 52.3 million Twitter followers. Gaga's character — with immaculately styled blond hair, red lips and dramatic eye makeup (crystals, glitter, faux lashes) — seems to have followed the singer offscreen, as she trades in her signature outrageous outfits for old Hollywood glamour, including elegant turns in Brandon Maxwell at the Emmys and Valentino at the amfAR Inspirations Gala. Though the countess maintains her beauty by imbibing human blood, in reality, makeup artist Sarah Tanno relies on Tom Ford Shade & Illuminate Palette for Gaga's complexion and Besame Vintage Reds Pro Palette for lips, while hairstylist Frederic Aspiras counts GHD curling irons and tongs as hair must-haves "to get the waves, curls and shapes." *AHS* creator Murphy couldn't be more pleased with his new leading lady. He tweeted: "Lady Gaga is everything I dreamed of and more."

18 **Elizabeth Olsen's French Twist**
WHEN *The Tokyo premiere of Avengers: Age of Ultron on June 23*
WHY IT MATTERS *Olsen's "French twist with a twist" solidified Mark Townsend's rep as the updo master.*

MUST-HAVE PRODUCT *Dove Extra Hold Hairspray*
 ••• Townsend first tamed Olsen's tresses for a high school dance: "It was my freshman year winter formal, and Mark had just done my sisters' [Mary-Kate and Ashley] hair; we were all going to the same dance," the 26-year-old tells *THR*. "He gave me an updo, and I had the best hair in my class." Fast-forward 12 years to the two-some traveling to Tokyo for the star's *Avengers* press tour. "We were inspired by a woman at dinner the night before the premiere," recalls Olsen. The result? An unconventional French twist with fanned-out hair at the ends. The look ("one of the all-time favorite hairstyles I've ever done," says Townsend) worked with the actress' black silk faille dress and white gold and diamond jewelry, both Dior. "The dress was a new take on a very classic silhouette, so I wanted the hair to feel the same way," says Townsend. The Instagram devotee posts his #MarksEyeView pics for 32,900 fans. "I take pride in the updos I create for red-carpet events, and through Instagram I can show my followers close-ups of the hairstyle from different angles."

19 **Charlize Theron's Bronzed Skin**
WHEN *The May 7 Mad Max: Fury Road premiere in Los Angeles*
WHY IT MATTERS *Much like she did when promoting Monster more than a decade ago, Theron offset her onscreen badass persona with a red-carpet 180. This time, the 40-year-old's glam antidote included bronzed skin, plenty of lashes and voluminous hair.*

MUST-HAVE PRODUCT *Diorskin Nude Air Tan Healthy Glow Sun Powder*
 ••• For Theron's L.A. premiere, hairstylist Enzo Angileri wanted a "blond Ava Gardner" moment that would contrast with her *Mad Max* character, Emperor Furiosa. "She plays someone with no hair and a masculine energy, so we wanted her to look as feminine and glamorous as possible." Likewise, makeup pro Pati Dubroff didn't want any hard lines on the eyes or mouth, "just this gorgeous glow." To "amp up the warm skin tone," she mixed a drop of Dior Bronze Self-Tanner Natural Glow Face into the foundation and followed with Diorskin Sun Powder bronzer across the top of the brow, tops of cheeks and bridge of the nose. For eyes, Dubroff defined the brows and coated lashes with Diorshow Mascara and a few

Mad Masks: A-Listers' Aid

The category overtakes moisturizers in popularity and promises instant results for screen time and the red carpet **By Merle Ginsberg**

HALLOWEEN IS OVER, BUT MASKS (OF the prestige skin-care variety) still are scaring up big sales — up 60 percent in the U.S. since 2013 — knocking moisturizers out of the top slot. “Facial masks have been the driving force behind skin-care growth for the past year and remain strong for the coming season,” says Kelly St. John, vp divisional merchandise manager at Neiman Marcus. Global market research firm NPD Group reports masks made \$65.5 million in 12 months in the U.S., and sales jumped 127 percent in one year for Amorepacific Corp., the largest cosmetic company in South Korea, whose market has been driving global skin-care trends for the past five years. U.S. and European brands have swiftly masked up: Dermatologist David Colbert just launched Illumino Anti-Aging Brightening mask, Epicuren sells masks that include probiotics and silver ions, and masks made of everything from black tea and ginseng to

rice and even broccoli are proliferating. Also popular: rubber masks (which started as a spa treatment and now are becoming an at-home option); splash masks (which are applied post-shower, then patted into skin); and sheet masks (paper, fabric or gel masks infused with anti-aging ingredients). This mask mass movement is why Estee Lauder bought four-year-old Hollywood-based mud mask company GlamGlow for reportedly upward of \$90 million. Neiman Marcus “placed us right next to Dior, Chanel and La Mer” in 41 of its stores, says Glenn Dellimore, who with wife Shannon created the formula in 2010 for actor friends craving a quick glow for onscreen and red carpets; now Jennifer Aniston and Jay Z use it. Explains Estee Lauder group president John Demsey about its purchase, “The mask market grows 5 percent per year, and it’s now a \$1.4 billion business globally.”

Colbert MD Illumino Anti-Aging Brightening Mask; \$110, colbertmd.com



faux lashes for the resulting “fluttery lash and sun-kissed skin” that had a “sweet, cool surfer-girl vibe.”

20 Kerry Washington at the Emmys

WHEN Sept. 20

WHY IT MATTERS Soft, subtle hair and makeup allowed the Scandal star’s Marc Jacobs dress to shine, creating the strongest look at the 2015 awards show.

MUST-HAVE PRODUCT Neutrogena Triple Moisture Silk Touch Leave-In Cream

••• Makeup artist Carola Gonzalez explains that Washington’s dress “called for simplicity” because of its intricate detailing. “So I kept the makeup to a bare minimum, especially on the eyes,” save for multiple coats of Neutrogena Healthy Volume Mascara on top and bottom lashes. Hairstylist Takisha Sturdivant-Drew took the same approach, opting for a faux bob that would show off the bold shoulders of the chainmail-inspired frock: “It was a modern twist on the Roaring ’20s,” she says. To avoid a “forced” look, she left strands loose and kept the style frizz-free with Neutrogena Triple Moisture Silk Touch Leave-In Cream. She also gave Washington golden brown highlights to “be a great balance to the dress.” Says Washington of her team, “What’s fun about a red-carpet moment is that we really work together to make sure that it works from head to toe.” Though the media buzzed, nothing topped the praise Sturdivant-Drew



21 Dakota Johnson’s Eye-Popping Orange Shadow

WHEN The Sept. 14 Black Mass premiere at the Toronto Film Festival

WHY IT MATTERS Johnson’s makeup artist, Pati Dubroff, drew inspiration from iconic ’70s brunettes, using a bold peachy-orange shadow that wowed.

MUST-HAVE PRODUCT Chanel Illusion D’Ombre Eyeshadow in Rouge-Gorge

••• “I was looking at photos of brunettes from the ’70s, specifically Jaclyn Smith and Anjelica Huston, and I kept seeing orange makeup,” recalls Dubroff about what prompted her to reach for a vivid peach eye shadow in her kit. She brushed Chanel Illusion D’Ombre Eyeshadow in Rouge-Gorge from eyelid to brow on the 26-year-old, who was wearing a floral Alexander McQueen gown. The pop of orange against Johnson’s flawless complexion with a soft lip was an acclaimed “peaches and cream” moment. Says Johnson: “That was something new for me. Pati made me feel fresh and like I really belonged in that dress.” Dubroff, who usually accentuates the actress’ mouth (“She likes her natural lip bumped up a few shades, so I had to convince her to go softer on the lip”), veered from what worked so well earlier this year while promoting *Fifty Shades*



of *Grey*. Was it worth it? Says Dubroff, “Dakota loved it, and social media went crazy over it!”

22 Felicity Jones’ Persimmon Pout

WHEN Palm Springs International Film Festival on Jan. 3

WHY IT MATTERS An orange lip helped Jones transform from ingenue to edgy young player.

MUST-HAVE PRODUCT Dior Diorific Lipstick in Dolce Vita

••• Dior celebrity makeup artist Sabrina Bedrani knew as soon as she saw *The Theory of Everything* actress’ navy-and-black Monique Lhuillier gown that a bold lip was needed. She went right for Dior’s Diorific Lipstick in Dolce Vita, which coupled with a textured French twist (courtesy of Alex Polillo) became a standout look. “The pop of orange-red was more fun and modern than classic red,” says Bedrani. She complemented the striking lip with shimmering pink shadow and fully lined eyes to make them stand out “without being heavy.” The look — a departure from the 32-year-old’s pale pink lip and subtle smoky eye during awards season — was one of Jones’ personal bests, according to beauty bloggers who compared Jones to Lupita Nyong’o for impeccable red-carpet style.

23 Emily Blunt’s Edge

WHEN Sicario’s Sept. 14 New York City premiere

WHY IT MATTERS Blunt, whose Sicario role is garnering awards buzz, consistently delivers unexpected red-carpet style choices, making her one to watch, both onscreen and off.

MUST-HAVE PRODUCT Bobbi Brown Rich Lip Color in Crimson

••• To get a beauty look worthy of her avant-garde Ulyana Sergeenko quilted blue dress at the New York *Sicario* premiere, Blunt, 32, called upon L.A.’s three Streicher sisters, who own Striike salon in Beverly Hills. The goal for makeup artist Jenn and hairstylist Ashley was a “sleek and modern” look with “minimal hair and makeup to keep it fashion-forward,” says Jenn, who used a deep berry Bobbi Brown lipstick on her longtime client (they shared a cover of last year’s *THR* Beauty issue). Says Blunt, “We always come up with something fresh and edgy.” Ashley pulled the star’s hair into a knot at the nape, “but not a bun,” she says. “That would be too precious.” Brow guru Kristie perfected the actress’ “strong, naturally beautiful” brows. The beauty of working with these three pros (Kiernan Shipka and Lily James are both clients), says Jenn, is that they offer a “similar aesthetic, and we can communicate very honestly about a look.”



PREVIOUS SPREAD: MAKEUP BY NICK BANGS/AT EXCLUSIVE ARTISTS MANAGEMENT; MANICURE BY DEBORAH LIPPMAN/AT THE MAGNET AGENCY; THIS SPREAD: HAIR BY CHRISTIAN MARC/AT FORWARD ARTISTS; MAKEUP BY PATI DUBROFF/AT FORWARD ARTISTS; MASK: COURTESY OF DAVID COLBERT LLC; WASHINGTON: ALBERTO E. RODRIGUEZ/GETTY IMAGES FOR NYL; JONSON: JONSON/IMAGES/GETTY IMAGES; BLUNT: FRAZER HARRISON/GETTY IMAGES



Dakota Johnson (left) with makeup artist Pati Dubroff

Photographed by Mike Rosenthal on Oct. 22 at Chateau Marmont in Los Angeles

“I am against over-exaggeration for the sake of the camera and for the sake of the audience and followers. My approach to beauty is health and vitality, so skin looks glowing, but no detectable trace of foundation,” says Dubroff.

Styling by Carol McColgin On Johnson: The Row dress. On Dubroff: Calvin Klein suit.



24 Kristen Stewart's Extreme Winged Eye

WHEN *The Aug. 18 American Ultra premiere in L.A.*

WHY IT MATTERS Stewart demonstrated how to wear this year's graphic eyeliner trend like a pro.

MUST-HAVE PRODUCT Jillian Dempsey Khol Eyeliner

••• "What started out as a basic concept" — an Edie Sedgwick eye, says makeup artist Jillian Dempsey — "gravitated into a much stronger eye than planned." Just as well, as Stewart's cat eye became a definitive example of one of the year's biggest trends. Dempsey applied jet black khol eyeliner from her own eponymous brand, and the fierce eye combined with the plunging, sequined Zuhair Murad playsuit and a textured, slightly disheveled updo created a rock 'n' roll vibe that was signature Stewart.

25 The Women From The Man From U.N.C.L.E.

WHEN *The TV series' big-screen reboot hit theaters Aug. 14.*

WHY IT MATTERS While the late summer tentpole earned only \$100.5 million worldwide, its glam '60s looks lined up with major beauty trends for 2015.

MUST-HAVE PRODUCT Ardell Lashes

••• In Guy Ritchie's campy spy thriller, based on the mid-1960s TV series, Henry Cavill and Armie Hammer play a CIA agent and KGB operative, respectively, trying to protect Alicia Vikander's Gaby from Elizabeth Debicki's Victoria. To differentiate between heroine and vixen, the film's hair and makeup designer, U.K.-based Sarah Monzani, gave Vikander "a 1960s version of no-makeup makeup" — clean complexion, hint of blush, doe-eye lashes on the upper lashline. Debicki stood apart with heavy liner, pop-of-pink lips and nails, and thick upper and lower lashes. Monzani used her time living in the era as inspiration and says part of these looks' appeal now is that it's "possible to re-create them and still look good."



THE REAL Housewives of Dubai

On the road with Hollywood colorist Tracey Cunningham and hairstylist Jen Atkin in the Middle East, where a four-day stint can net six figures and every woman wants to look like their clients, from Lily Aldridge to Khloe Kardashian

By Erin Weinger

WITH ITS BLOND WOOD floors, Lucite chairs and Beyonce soundtrack, Belle Femme Hair & Nail Lounge could be mistaken for a salon in Beverly Hills, but instead sits in Dubai's downtown Business Bay, across from the 2.4 million-square-foot Mall of the Emirates and in view of Burj Khalifa, Earth's tallest skyscraper at 2,717 feet. On a humid fall day, Hollywood colorist Tracey Cunningham — who tints the tresses of Emma Stone and Lily Aldridge — is in the midst of a four-day residency at the salon, where she — with hairstylist Jen Atkin (who works with Jessica Alba and the Kardashian clan) — will color more than 20 heads a day, some traveling from Egypt, Kuwait and Saudi Arabia for their magic touch.

It's a trend that finds Hollywood's elite beauty pros — from brow queen Anastasia Soare to Jose Eber (not to mention cosmetic surgeons Raj Kanodia and Jason Diamond) — putting their red-carpet prowess to use on female investment bankers, entrepreneurs and local royalty — and

walking away with a six-figure payout for a few days' work. "I don't understand it, but I'm flattered by it," says Atkin. "The demand is real," with a schedule that books a solid three months in advance and a waiting list 50 clients deep. Dubai is a fascinating mix of wealth — it contributes to UAE's standing as the seventh richest nation — and relatively liberal Islamism, especially when compared to neighboring Saudi Arabia. In Dubai, women technically can be arrested for publicly hugging a man who is not their husband, but floor-length abayas are optional and they can drive — as is clear from clients pulling into the Belle Femme parking area in Range Rovers, Lexus SUVs and Mercedes sedans.

The practice of importing Hollywood beauty talent to the desert began in 2010 when JetSet, another luxury Dubai salon, brought Sally Hershberger and her then-star colorist, Negin Zand (who has worked with clients including Jennifer Aniston and Cate Blanchett), out for a weekend. Shortly after, Belle Femme owner Bodour Al Hilali noticed how clients constantly cited Hollywood stars as their hair inspiration, so she invited New York colorist Marie Robinson (who works on Naomi Watts) to work out of her shop.



1 Cunningham (left) and Atkin chat with a client.
2 Belle Femme Hair & Nail Lounge on Jumeirah Road in Dubai displays a hair-inspiration board with images of Lily Aldridge, Khloe Kardashian, Emma Stone and Dakota Johnson.
3 The salon is ladies only. When colorist George Papanikolas is in town, he works in a different Belle Femme location and only on clients comfortable with removing their hijab head coverings in front of a man.
4 A view of Dubai's downtown district. The salon sits one floor above a concrete parking structure on a construction site that currently features glimmering reflecting pools and a slew of anonymous offices.

U.N.C.L.E.: DANIEL O'NEILL/WARNER BROS. EXTERIOR: COURTESY OF BELLE FEMME SALON; DUBAI: JASPER JAJUN/ILLOBERG VIA GETTY IMAGES; JONES: JON KORB/ILLOBERG VIA GETTY IMAGES; STEWART: JASON MERRITT/GETTY IMAGES; BLUNT: ANDREW TOBIN/GETTY IMAGES



Atkin also partners with salon owner Al Hilali on seminars teaching local colorists and stylists hair and makeup techniques.

visit Belle Femme four times a year for four days (a cut with Atkin begins at \$450, while color with Cunningham tops out at \$1,000). During Cunningham's and Atkin's latest visit, patrons donning hijab head coverings and custom floor-length abayas that allowed their Hermes and Prada lizard-skin flat sandals to peek through filed into Belle Femme with photos of Aldridge and Khloe Kardashian in tow. (Men who deliver kale salads from the cafe next door must wait until someone from the women's-only salon comes outside to retrieve the order.) "When I walked in, I looked like a cave woman. I haven't gotten my hair colored in months," says Mouza Alghafli, a 27-year-old political researcher who drove 90 minutes from Abu Dhabi with her sister, cousin and four friends, who each made appointments, too. She initially discovered Atkin through Khloe Kardashian's Instagram account. "In July, I found out they were coming and booked immediately." Alghafli, who wore a black chiffon abaya with Topshop jeans, a Zara T-shirt, Louboutin flats and a current-season maroon Celine bag, asked for "Lily Aldridge ombre," which Cunningham says is the most requested celebrity look in Dubai. Azza El-Farouki, a 34-year-old Palestinian-Egyptian Georgetown graduate who worked

on her startup as Cunningham painted her hair, says: "It's been J.Lo every time, but this time it's Jessica Alba." El-Farouki chooses not to wear an abaya unless she's visiting family in Saudi Arabia or picking up her three kids from school in Pilates spandex or something "a bit revealing." But, she's quick to point out, "My hair is shown at all times." Handa, a 23-year-old who works at an investment firm in Abu Dhabi and declined to give her last name, will cover her head even after Cunningham adds an ashen hue. "In my case, I don't show my body or my hair," she says. "But maintaining our hair — even our body hair — it's a bitch." Repeat client Lamees Hamden, a doctor and luxury organic skincare entrepreneur who splits her time between homes in Dubai and Bel Air, says Hollywood's current influx of diverse stars has offered Arab women relatable beauty icons. "Julianne Moore is beautiful, but no one here says, 'I want to do my hair and makeup like her,'" says Hamden, whose Shiffa line is carried at Sephora in the Middle East and has appeared on Kim Kardashian's Instagram. "Jessica Alba, Salma Hayek, Shakira, yes." Adds Cunningham while pointing to an Emirati client busy texting on her iPhone, "Her sister wants Dakota Johnson. People are very realistic; no one's asking for platinum hair." In addition to her work at Belle Femme, Atkin also has partnered with Al Hilali on seminars that bring Kardashian-favored artists (face-contouring master Mario Dedivanovic included) in front of an audience of fellow pros and fans who pay up to \$1,000-plus to learn tricks of the trade. "[Local artists] want to learn so they can make their clients happy," says Al Hilali. In May, Khloe Kardashian joined Atkin at her sold-out seminar. "Four-hundred people came," says Al Hilali. "The most expensive tickets got you in the front row on sofas, an amazing goody bag and a meet-and-greet with the artists and Khloe." Soare (who shapes the brows of Madonna and Penelope Cruz) opened a branch of her studio in downtown Dubai in early 2014. In October, Eber, the longtime Beverly Hills-based beauty behemoth who served as Elizabeth Taylor's hairstylist, licensed his name to Emirati businesswomen Reem Abou Samra and Lubana Sakkal for a namesake salon — his first outside the United States — in the Emirates Hills section of town. "Dubai is the ultimate in what you want and desire," he says about being approached to open the opulent, Fendi-furnished space. Later this winter, Hershberger also will return to the city (and Abu Dhabi) after a nearly five-year hiatus to launch her 24K line of hair products. She says the experience will be different than her first time around, with fewer clients: "The situation I'm going into now is very sophisticated. I'm really looking forward." Atkin also has plans for expanding her Gulf-region business. "I have a bunch of girlfriends — Jennifer Yepez in New York, who does Bella and Gigi Hadid, and Kylee Heath, who does Sofia Vergara — I'm talking to those girls and a couple of brands to create something in Bahrain and Qatar. There's so much here; I think there's enough to go around." **THR**