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 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 to 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.

Hollywood’s 25 Best Beauty Moments of 2015

INSTA-GLAM!

Pair an A-lister with the right artists (both hair and makeup), many photographed together in this portfolio, and watch social media explode, brands come calling and new stars get born (or reborn — talking about you, Taraji)

By MEG HEMPHILL Produced and edited by CAROL MCCOLGIN
1 Lupita Nyong'o’s Cannes “Fronut”
WHEN The May 13 Standing Tall premiere at the Cannes Film Festival
WHY IT MATTERS Nyong’o’s attention-grabbing fuchsia lip coupled with a hairstyle that garnered its own hashtag, #fronut, was the ultimate display of fresh glamour on the Croisette.
MUST-HAVE PRODUCT Lancome Shine Lover Vibrant Shine Lipstick in Palpitante
• • • “It can’t just be red all the time,” says makeup artist Nick Barose of veering from classic rouge to punchy purple territory when selecting a strong lip shade to complement the Oscar winner’s “grasshopper green” Gucci goddess gown that rendered her a vibrant standout on the Cannes carpet. “We started with a matte electric purple, similar to something we had done during awards season, but the dress was so playful and glamorous that matte felt too serious. I added glossy fuchsia at the last minute,” says Barose, who laid Lancome lipsticks in Hit List and Palpitante. The finishing touch was a full donut bun, courtesy of London-based hairstylist Vernon Francois, which instantly became hashtagged #fronut on social media — a nod to the natural Afro-feel Francois wanted. “I had been in Uganda, and there were lots of women in buns,” Nyong’o tells THR of the inspiration. The 32-year-old, who’s starring in the play Eclipsed and gearing up for the Star Wars: The Force Awakens press juggernaut, posted a photo of the look on her Instagram, saying, “They are calling it a #fronut. I like that.” So did 76,223 of her followers.

2 Taraji P. Henson as Cookie Lyon
WHEN On Fox’s Empire, which premiered Jan. 7 and debuted its second season Sept. 23
WHY IT MATTERS Not only has Cookie Lyon reinvigorated Henson’s career, but droves of Empire fans are clamoring to mimic the wowsie-maven character’s fearless Avenue style.
MUST-HAVE PRODUCT Perfect Face Perfect Blend Foundation
• • • Fan pages devoted to Cookie’s beauty, including tens of thousands of YouTube tutorials on how to re-create the diva’s makeup, have flooded the Internet this year. Why the obsession? According to Ashunta Sheriff, Henson’s makeup artist both onscreen and off, “Cookie is uninhibited, and that is giving women the courage to try new things. She isn’t afraid of the trends, whether it’s a dark plum or bright turquoise eye shadow.” It also helps that Cookie’s signature look — what Sheriff calls her “waggy lash, red or wine lipstick, winged liner and natural foundation coverage” — is easily imitated. One person not copying the Lyon-ess’ makeup, however, is Henson, 45. “I definitely try to give Taraji a different look from Cookie,” says Sheriff, who forgoes bold lip colors in favor of soft pink and coral glosses for the red carpet. Lips aside, all eyes are on both women right now.

3 Reese Witherspoon’s Timeless Glam at the Golden Globes
WHEN Jan. 11
WHY IT MATTERS Witherspoon, 39, proves that unabashed Southern femininity not only has a place on the celebrity brandwagon (she launched the preppy Draper James lifestyle line in May) but also continues to go strong on the red carpet.
MUST-HAVE PRODUCT Laura Mercier Creme Cheek Colour in Blaze
• • • It took three blushes for makeup artist Molly R. Stern to achieve “full-blown flushed cheeks that look as if Reese just got away from a ravenous make-out session.” Stern, who used Laura Mercier’s Creme Cheek Colour in a warm rose, Kjaer Weis Cream Blush

Says Sheriff: “Cookie has a few lipstick colors and one basic lash, and we keep it like that because that works for her character. Taraji is many characters.” Styling by Jason Rembert On Henson: Draper James Amari top and pants, Alexis Bittar cuff and ring, Fallon earring, Giuseppe Zanoti shoes. Photographed by David Needleman on Nov. 2 at The 24th Street Loft in New York City 

Source: THR, Jan. 11, 2017
and hairstylist Danilo (devotees include A-list makeup artist Charlotte Tilbury) for her Golden Globes Debut — including last September’s nuptials to her supermodel fiancé Rande Gerber. “Brows equal big digit growth in the brow category this year. Bottom line: Brows like Delevingne’s,” says Charlotte Tilbury, founder of an eponymous beauty line, for “brows like Delevingne’s.” Charlotte Tilbury’s Brow Lift in Cara D, an ode to the Delevingne-esque set. As Umbreen Sheikh, owner of New York City’s Wink Beauty Bar, has said, “With the right tools, a good brow can go a long way.” Whether taking on Hollywood glamour — a red face Monique Lhuillier gown, cascading blond waves courtesy of hairstylist Danilo, who calls Clooney “the new Jackie Robinson,” wanted to focus on “gorgeous sweeping, body and softness” for the hair. So, for “Bad Blood,” Swift’s previous record of 20.1 million Vevo record for most views in 24 hours for “Shake It Off” (which was nearly a billion views on Instagram) refers to high-lighting areas on the face to achieve a glowing, lit-from-within look and is less harsh than last year’s contouring trend. On February 1, Offers started with a matte foundation, then “reintroduced some radiance into the complexion” with L’Oreal Paris Studio Secrets Magic Lumi Highlighter applied to the apples of the cheeks, down the center of her nose, on the brow bone and the inner corners of the eyes. Strobing is popular now, Offers says, “because women want to have a healthy glow and keep their skin and added dimension.” With an abundance of strobing tutorials online — including a how-to video Kim Kardashian posted on her website — and a slew of new highlighters hitting the market, a seeming inner glow never has been easier to achieve.

In Haynes’ film, set during early 1950s Manhattan and based on Patricia Highsmith’s book The Price of Salt, Blanchett plays Carol, the older love interest to Mara’s store clerk Therese. To establish Carol’s elegance, the hair and makeup team based her look on Grace Kelly, “a cool, sophisticated, beautiful blonde,” says Moring Ross, who did Blanchett’s makeup. “Lipstick is key. Women always were a lip during this period,” says the artist, who applied Chanel Rouge Allure in Excentrique, a highly pigmented tangerine shade, then added a swipe of Chanel’s red-orange Comedium lipstick to intensify it or pink-coral Rouge Lipstick to soften it. Hair department head Jerry DeCarlo used wigs for Blanchett, 46, and “is very good at wigs!” He also inspired look for Mara, 30. Following its Cannes debut, adulterations poured in for the film, its stars and Blanchett’s enigmatic look. Elaine Ross, “People love this period because it’s glamorous, and there is a certain amount of escapism in the perfection of the look.”
Kendall Jenner's Sleek '70s Redux

WHEN
Opening Ceremony x Calvin Klein Jeans launch party on April 23

WHY IT MATTERS
With 40.8 million followers on Instagram and 13.3 million on Twitter, the reality star turned model’s trend-setting powers via social media proved unparalleled.

MUST-HAVE PRODUCT
Bumble and Bumble Surf Spray

With 1970s-style platform heels back in fashion, hairstyles followed suit, including choppy shags (Taylor Swift) and long, thick fringe (Kerry Washington), but it was Jenner’s ode to Ali MacGraw that felt the freshest.

Hairstylist Jen Atkin, who works with all of the Kardashian-Jenners, created the sleek, center-parted strands. "Kendall was wearing a Calvin Klein nude turtleneck and miniskirt that had a '70s feel, so we wanted to do something to complement it," says Atkin, keeping in mind the model's preference for "understated, unfussy styles."

The social sphere approved: Jenner clocked 1.1 million likes for a shot she posted. The 20-year-old's social-media popularity has shown its reach elsewhere in the beauty world: After Estee Lauder announced her as its newest spokesperson last November, the brand's Instagram page went from roughly 258,000 followers to nearly 310,000 in just three days.

Keira Knightley's Ethereal Oscars Beauty

WHEN
The Feb. 22 Academy Awards

WHY IT MATTERS
The Imitation Game nominee and her beauty pros showed that natural, understated makeup and hair can have the most dramatic impact — and win best Oscar look.

MUST-HAVE PRODUCT
Chanel Rouge Coco Ultra Hydrating Lip Colour in Marie

For Chanel celebrity makeup artist Kate Lee and hairstylist Ben Skervin, building a look was about not competing with Knightley’s flowing, floral Valentino dress and diamond, sapphire and opal Chanel headpiece with 489 brilliant-cut sparklers. “I always feel a responsibility to be timeless in my approach to the Academy Awards because the pictures will be around forever,” explains Lee. Timelessness here meant soft, cascading waves, matte lavender shadow on the eyes and a medium rose hue on the lips; Lee was repeatedly asked post-ceremony what lipstick she used on then-pregnant Knightley, 30, who welcomed daughter Edie (with husband James Righton) in May. Answer: Chanel Rouge Coco in Marie. “It’s a little more intense version of Keira’s natural lip shade,” says Lee.
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Dana Rebecca jewelry.

On Nyong’o: Balenciaga dress.

“...all I’ve learned tons of beauty tricks! For one, I’ve learned how to comb my hair, which is a very important thing, but the trick of wetting my hair before combing has saved me from a lot of breakage,” says Nyong’o. “I’ve learned how to put on lipstick — from the center out. Vernon taught me how to put on lipstick. I’ve learned how to put on lipstick — from the center out. Vernon taught me how to put on lipstick. I’ve learned how to put on lipstick — from the center out. Vernon taught me how to..."

16 Julianna Moore’s French Twist

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

• Inject Mousse for lips, while hairstylist Frederic Aspiras counts GHD curling irons and tongs as hair must-haves “to get the waves, curls and shapes.”

17 Lady Gaga’s Gothic Glam

WHEN On FX’s American Horror Story: Hotel, which premiered Oct. 7
WHY IT MATTERS: The star had a myriad of looks, but one moment across the pond really stood out.

MUST-HAVE PRODUCT

• Eyeshadow and berry lips.

18 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 uneven badass persona with a red-carpet 100. This time, the six-time-old-glam antidote included bronzed skin, plenty of lashes and voluminous hair.

MUST-HAVE PRODUCT

• Air Tan Healthy Glow Sun Powder

www.thr.com | THE HOLLYWOOD REPORTER | 63
Halloween is over, but masks (of the prestige skin-care variety) still are scaling 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,” saysKelly 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. Epionce sells masks that include probiotics and silicon ions, and masks are made of everything from black tea and ginseng to rubber masks (which started as a spa treatment for the sake of the audience and the camera).”The look—a departure from the 30-year-old’s pale pink lip and subtle smoky eye during awards season — was one of Jones’ personal beliefs, according to beauty bloggers who compared Jones to Lupita Nyong’o for impeccable red-carpet style.

20 Kerry Washington make-up tips
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 of the 2015 awards shows.

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

“Tiana Sturdivant-Drew 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,” saw for multiple coats of Neutrogena Healthy Volume Mascara and on top and bottom lashes. Hairstylist Tikauna Sturdivant-Drew took the same approach, opting for a faux lob that would show off the bold shoulders of the chaiselike-inspired frock: “It was a modern twist on the Roaring ’20s,” she says. To avoid a “frozen” 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 received from Washington, 36. “She told me, and also sent a text expressing, how she loved her hair as she left for the red carpet. There’s no better feeling than that.”

21 Dakota Johnson’s Eye-Popping Orange Shadow
WHEN Sept. 20
WHY IT MATTERS Dakota Johnson pulled the star’s hair into a knot at the nape of her avant-garde Ulyana Sergeenko McQueen gown. The pop of orange — a departure from the 32-year-old’s pale pink lip and subtle smoky eye during awards season — was one of Jones’ personal beliefs, according to beauty bloggers who compared Jones to Lupita Nyong’o for impeccable red-carpet style.

MUST-HAVE PRODUCT Bobbi Brown Rich Lip Color in Cinnamon

“Peaches and cream” moment. Says Smith and Anjelica Huston, and I kept seeing orange makeup,” recalls Dabrowski. And she kept it on her long-time client (they shared a cover of last year’s TRH Beauty issue).

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 Pati Dubroff drew inspiration from event ’70s brunettes, using a bold peachy-orange shadow that wowed. Made of everything from black tea and ginseng to rubber masks (which started as a spa treatment for the sake of the audience and the camera).” The look — a departure from the 30-year-old’s pale pink lip and subtle smoky eye during awards season — was one of Jones’ personal beliefs, according to beauty bloggers who compared Jones to Lupita Nyong’o for impeccable red-carpet style.

23 Busy Blunt’s Edge
WHEN Sept. 20
WHY IT MATTERS Blunt, whose Sca
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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 Weisinger

PHOTOGRAPHED BY CELIA PETTERSON

The TV series’ big-screen reboot of “The Women From Housewives” has added Dubai to its lineup. And why not? Dubai is a fascinating mix of wealth — it has $800 billion in real estate investments worldwide, its glam ‘60s looks lined up with a 2.4 million-square-foot Mall of the Emirates, and its height — both in business and population — is soaring. So of course, Dubai is where a four-day beauty boot camp was held.

Dubai is a place of extremes: The temperature can go from 113°F to 70°F in a single day, the heat can make you feel like you’re in a sweatbox, and the humidity can make you feel like you’re walking in a fog bank. But the beauty industry is thriving here, and it’s no surprise that Hollywood colorist Tracey Cunningham and hairstylist Jen Atkin chose Dubai as the perfect location for their four-day beauty boot camp.

Dubai is the ultimate in what you want and desire, says Cunningham. “The salon is ladies only. When colorist George Hershberger was here for a meet-and-greet with the artists and Khloe, he noticed how clients constantly pay up to $1,000-plus to learn tricks of the trade.”

But the grueling pace isn’t for everyone. Hershberger stopped going when “some queen or princess wanted to see me ‘right now.’ I’m not used to being bossed around like that,” she says. “But I’m still working on my skills.”

The practice of importing Hollywood beauty talent to the desert began in 2010 when Dubai’s downtown Business Bay sectored by 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. But the grueling pace isn’t for everyone. Hershberger stopped going when “some queen or princess wanted to see me ‘right now.’ I’m not used to being bossed around like that,” she says. “But I’m still working on my skills.”

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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, Negiz Zand (who has worked with clients including Jennifer Aniston and Cate Blanchett), out for a weekend. Shortly after, Bell’s former owner, Bodor Al Hai noticed how colorists constantly cited Dubai as their favorite hair inspiration, so she invited New York colorist Marie Robinson (who works on Naomi Watts) to work out of her shop.