



# The Look Book: 50 Iconic Beauties and How to Achieve Their Signature Styles

By Erika Stalder

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Audrey Hepburn's winged eyes. Veronica Lake's peek a boo curls. Over the last century, celebrities have been at the forefront of fashion, introducing numerous classic hair and makeup looks to society. Now you can find out where these looks came from—and get them for yourself. This book celebrates fifty beauty icons and examines when each one ushered in a unique look, why it became so legendary, and how to recreate it. Written with celebrity hair stylist Christopher Fulton and celebrity makeup artist Cameron Cohen, this unique collection includes professional tips on how to get the best look, glamorous photos, and easy-to-follow instructions.

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### Editorial Review

About the Author

**Erika Stalder** is a San Francisco–based writer who has contributed to *Wired*, *Missbehave*, *Planet*, and *The Journal of Life Sciences*, and worked with the International Museum of Women to produce the *Imagining Ourselves* anthology. She also currently writes the "Dear Erika" advice column for ABC Family's *The Secret Life of The American Teen* website.

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### THE LOOK BOOK

People often just see the picture-perfect hair and faces of celebrities but don't know the story behind their famous looks. For instance, Coco Chanel was able to bring the tan into fashion only after the poor had become pale from working indoors during the industrial revolution. And Iman became the queen of foundation because no one else at the time was making appropriate makeup for women with her skin tone. And did you know that film director Roman Polanski's decision to chop off Mia Farrow's locks wound up making a huge feminist statement? Or that Veronica Lake's famed peek-a-boo curl was a result of a hair accident that happened while she was shooting a film?

Beauty icons and their looks are made famous by a combination of natural beauty, personal drive, and being in the right place at the right time with the right makeup artists, film directors, glossy-magazine editors, publicists, and dedicated fan base. In this book, you'll meet 50 of the most influential women in beauty history, from Marilyn Monroe to Twiggy, and learn about their lives and how their famous looks came into being. Even better, you'll learn how to get their signature looks for yourself by following the user-friendly instructions provided by two of today's celebrity hair and makeup pros. Ever wonder how to get your hair as straight as Naomi Campbell's? Curious about how to achieve Kate Winslet's no-makeup makeup? Want to get Kat Von D's face tattoos—without actually getting a tattoo? The Look Book will show you step-by-step.

And don't think you always have to wear the iconic looks exactly as they are presented here. Many of the icons in this book were beauty innovators themselves, dissatisfied by the techniques and styles that already existed and wanting to create something entirely new. So, once you get your technique down, start experimenting. Develop your own special spin on a look, or combine two or three looks together. With a little bit of knowledge of beauty history and the basic tools of the trade, you too can create the next big look. And—if the stars align—you may even become a beauty icon in your own right.

## LIPS

When it comes to makeup, lipstick is the easiest, and quickest way to make a statement. User friendly and ready to wear, lipstick allows us to add color to our faces with just a few simple strokes. In a matter of seconds, we can take our pout from plain to juicy red (Marilyn Monroe, page 22) or sweet and glossy (Christie Brinkley, page 26). But wearing lip color wasn't always socially acceptable; in fact, lipstick used to be primarily worn by prostitutes! Celebrities helped to turn this idea around in the early 1900s, when stars like Sarah Bernhardt, Clara Bow (page 12), and Louise Brooks wore crimson lips on film. Soon, the bad-girl stigma that surrounded lipstick was lifted and everyday gals started sporting their own colorful lips. Today, beauty icons of all kinds make their lips the centerpiece of their looks—and you can, too!

### Jackie Kennedy

Jacqueline Bouvier Kennedy Onassis is known for a life of tremendous variety: She was a first lady to President John F. Kennedy, a book editor, a fashion icon, a historical preservationist, a wife to a Greek shipping tycoon, and a paparazzi magnet. But despite the number of roles she played throughout her life, one thing stayed consistent—her petal-soft makeup and effortless beauty.

Jackie never wore a heavily painted face or bold and trendy colors. Her look simply complemented her features and radiated classic American beauty. Whether being photographed as first lady, vacationing in Capri, or attending a black-tie gala, Jackie was never without her brown eyeliner, velvet pink blush, and sheer pink lipstick that sparkled with a hint of frost. So inspiring was Jackie's look that makeup companies went on to produce Jackie-inspired pink lipsticks, and even entire cosmetic lines, to mimic it. One such line was issued in 2001 by Prescriptives and sold out immediately after its release—even four decades after Jackie was sworn in as first lady, women were still clamoring to look like her.

“You have to be doing something you enjoy. That is a definition of happiness: Complete use of one's faculties along lines leading to excellence in a life affording them scope. It applies to women as well as to men. We can't all reach it, but we can try to reach it to some degree” --Jackie Kennedy

### Frosted Pink Lips

#### WORKS BEST ON

Anyone

#### TOOLS NEEDED

- Dry toothbrush
- Light pink lip liner
- Clear lip gloss
- Light shimmery pink lipstick (glitter free)

#### TIME IT TAKES

2 minutes

## HOW TO DO IT

- With the dry toothbrush, exfoliate your lips by gently brushing them and removing any dry or chapped skin.
- With the lip liner pencil, line your bottom lip. Start at the center of your lip line and follow your lip line out to the corners.
- Line your top lip. Start in the center of your lip and follow the peaks, making them rounded and not pointed. After drawing the peaks, follow your lip line down to the corners.
- Apply the lipstick to the surface area of your lip, staying within the lines you have created.
- To add an additional dimension of shine, add a touch of clear gloss (just a little to ensure you don't take away the shimmer in the lipstick). When finished, do not rub your lips together—it will mess up your perfectly drawn line. If you need to touch up your lips later on, simply reapply the lipstick instead of wiping it all away and starting over.

## Pro tip

To achieve a classic look, pair frosted pink lips with a soft pink blush (see pages 87 and 89) and a winged eye (see page 31). Light pink is considered a neutral lip color and goes with anything you wear.

## ALSO SEEN ON

Gwyneth Paltrow  
Paris Hilton  
Katy Perry  
Amy Sedaris

## ESSENTIAL JACKIE

- Jacqueline Kennedy Onassis: In a Class of Her Own (documentary, 1996)
- Jackie Style (biography, 2001)
- The Jackie Handbook (biography, 2005)

## EYES

Audrey Hepburn

Audrey Hepburn is known as one of Hollywood's all-time great beauties. A delicate girl, Audrey was known for her captivating smile, cropped dark hair and slight, boyish figure—a look that contrasted with that of her curvy blonde contemporaries like Marilyn Monroe. But even though Audrey's look was considered

unconventional, that didn't stop her from winning the hearts of American audiences.

Audrey will always be remembered for her portrayal of New York City party girl Holly Golightly in the 1961 film *Breakfast at Tiffany's*. But it was her first major (and Oscar-winning) role in the 1953 film *Roman Holiday* that established her as a beauty icon. She played the part of a bored, adventure-seeking princess who starts hanging out with a journalist (played by Gregory Peck) in Rome. She famously wore strong brows and eyeliner that was drawn out and up past the outer corner of her eye in the shape of a small wing. Women everywhere started to emulate her look, and still do. In fact, it's rare that you hear the term "winged eye" without hearing a mention of the famed Audrey.

"I never thought I'd land pictures with a face like mine. "

--Audrey Hupburn

## WINGED EYES

### WORKS BEST ON

Anyone

### TOOLS NEEDED

- Angled eyeliner brush
- Black indelible gel eyeliner
- Eyelash curler

(optional, see Pro Tip)

- Black mascara

(optional, see Pro Tip)

- DRY TOOTHBRUSH

(OPTIONAL, SEE PRO TIP)

### TIME IT TAKES

10 minutes

### HOW TO DO IT

•Tilt your head back a bit so that when you are looking in the mirror, it feels like you are looking down on your reflection. (This way, you can see what you are doing while applying the liner without having to blink. This also keeps your eyelid smooth; a closed eye becomes too wrinkled to apply liner.)

•Lightly sweep the angled eyeliner brush across the surface of the eyeliner gel, being sure to pick up liner on both sides of the brush. Then, draw a thin to medium line along your upper lash line, starting in the center of your eyelid and moving out to the outside corner of your eye. When you reach the corner, pull the line straight out and upward a little past the corner of your eye to create a "wing." (This will open up your eye instead of making it droop.)

•Take the eyeliner brush (reapply liner gel if needed) to the center of your upper eyelid where you started your line in Step 2. Now, draw a thin line along the upper lash line to the inside corner of your eye to complete the look.

#### PRO TIP

Be sure to clean your brush after every use—liquid liner will ruin the brush if it's left on to dry. Also, close the liner container completely when you're done. Any air leak will dry the liner and make it too hard to use.

#### PRO TIP

To accentuate the winged eye look, you can also curl your lashes with a lash curler and then apply a generous coat of mascara, pulling the outer lashes toward your ear with the mascara wand. To prevent clumping, take a flat, dry toothbrush and brush your lashes while the mascara is still wet.

#### ALSO SEEN ON

Nicole Richie

Lauren Conrad

Brigitte Bardot

Alexa Chung

#### Essential Audrey

- Roman Holiday (film, 1953)
- Sabrina (film, 1954)
- Breakfast at Tiffany's (film, 1961)
- Audrey Style (biography, 1999)
- Fifth Avenue, 5 A.M. (book on Breakfast at Tiffany's, 2010)

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##### Willie Burroughs:

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##### Brandi Anderson:

Precisely why? Because this The Look Book: 50 Iconic Beauties and How to Achieve Their Signature Styles is an unordinary book that the inside of the e-book waiting for you to snap it but latter it will jolt you with the secret the item inside. Reading this book beside it was fantastic author who also write the book in such incredible way makes the content interior easier to understand, entertaining means but still convey the meaning fully. So , it is good for you because of not hesitating having this anymore or you going to regret it. This phenomenal book will give you a lot of advantages than the other book have such as help improving your proficiency and your critical thinking way. So , still want to hold up having that book? If I had been you I will go to the e-book store hurriedly.

**Michael Farrell:**

Is it anyone who having spare time in that case spend it whole day by watching television programs or just lying down on the bed? Do you need something totally new? This The Look Book: 50 Iconic Beauties and How to Achieve Their Signature Styles can be the answer, oh how comes? A fresh book you know. You are consequently out of date, spending your spare time by reading in this fresh era is common not a nerd activity. So what these books have than the others?

**Jerry Gunnell:**

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