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Tom Ford's Version of "Shaggable" Old Hollywood Beauty



Alexis Brunswick

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Photo: Sonny Vandeveldel / Courtesy of Tom Ford

Since Tom Ford swapped his requisite London location to show Fall '15 in Los Angeles, it's no surprise that the inspiration behind the look was equal parts Old Hollywood and easygoing sex appeal. And yet, there was no doubt that London still remained top of mind. "I'm going to say the word that Tom kept using: *shaggable*," makeup artist Mary Greenwell said of the look, a riff on the designer's signature. "It's not about a really strict look, that kind of New York, London vibe; it's much more relaxed." It is L.A., after all.

To start, skin was prepped with [Tom Ford Illuminating Primer](#) to give a hint of sheen before applying [Traceless Perfecting Foundation](#) for an even finish, while the house's [Shade & Illuminate Duo #2](#) was employed to contour and highlight the cheekbones of models like Joan Smalls and Karlie Kloss. The focal point was the seductive but softened smoky eye, created using the [Cocoa Mirage shadow quad](#) (or the [Ripe Plum shadow duo](#) on darker skin tones). The shadow was beautifully blended into skin by gently applying [Deep Mink lipstick](#) to the brow bone, the outside quarter of the lid, and delicately along the lower lashes with the tip of Greenwell's finger. Arches were boyish, strong, and brushed up using the calligraphy precision of the [Brow Sculptor](#), and clumpy, sexy black mascara kept lashes in full effect. The rest of the face was kept neutral for balance, with lips well moisturized and covered only in foundation for a barely-there pout. Nails too were understated, lacquered in a champagne shade called [Toasted Sugar](#).

Still Hollywood never felt far behind. "Tom's inspiration for the hair was a lot of volume on top, like a Hitchcock '60s Tippi Hedren," hairstylist Sam McKnight explained. "And there was also a thought of Ali MacGraw, who kind of wore her hair on the side sometimes." What McKnight created was a chunky-yet-sultry mixture of both. Using L'Oréal Tecni Art Mousse to keep strands slicked back and off the face, hair was teased high at the crown and blasted with [Oribe Dry Texturizing Spray](#). After sweeping the length to one side, extensions were affixed and braided into a bun. The final result felt finished but not overdone—no better nod to Ford's enticing vision of L.A.



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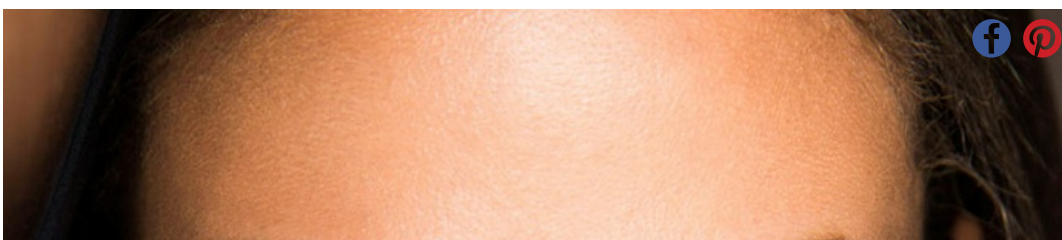




Photo: Sonny Vandeveld / Courtesy of Tom Ford





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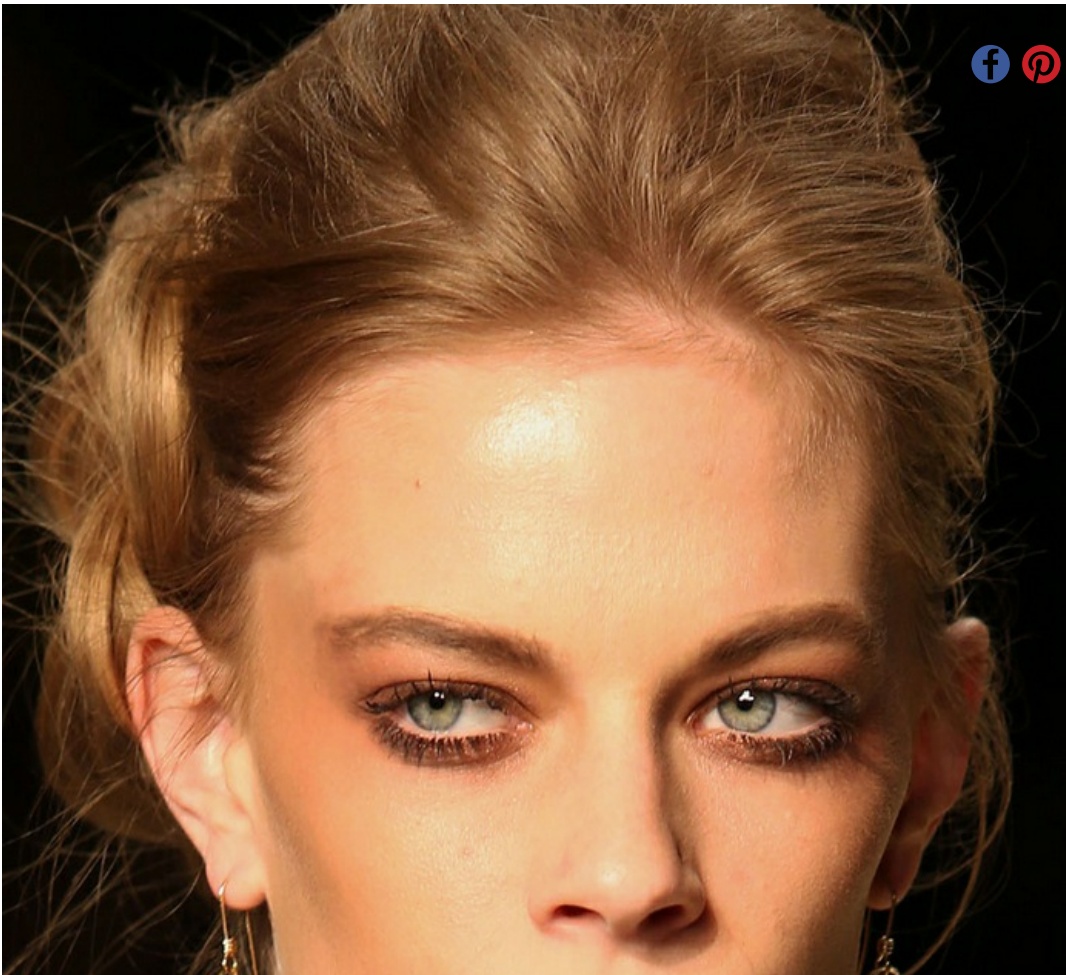




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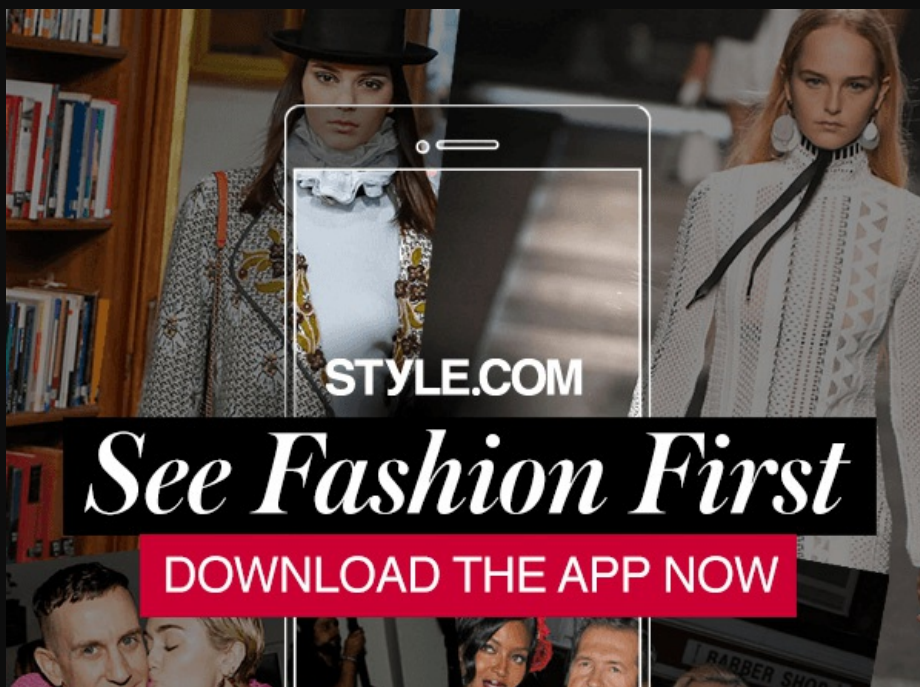
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