



BEAUTY

Make-up

MISTRESS



Lisa makes up Kate Winslet for the Steve Jobs premiere

As comfortable making YouTube videos for real women as she is creating red-carpet looks for celebrities or working with supermodels on cover shoots, Lisa Eldridge has every aspect of make-up mastered. We quizzed her about her journey from Vogue to vlogging



Make-up through the ages: Lisa Eldridge has re-created the best and worst looks from history in a video (find it on YouTube) to celebrate her new book *Face Paint*

Devising make-up looks for glossy magazine covers or the catwalk and creating camera-ready red-carpet faces for celebrities is one thing, but coming up with ideas that will work on the rest of us in real life is altogether different. One make-up artist who has mastered both is Lisa Eldridge. In the business for more than 20 years, Lisa has clocked up cover credits for *Vogue*, *Love*, *Edit*, *Elle*, *Marie Claire* and *Harper's Bazaar* magazines and has worked with some of the fashion industry's best-known photographers. She has more than 1.25 million subscribers to her YouTube channel and is as familiar to viewers of daytime TV as she is to models backstage at fashion weeks or A-listers planning their Oscars look.

Always in demand for her incredible skills, we caught up with Lisa to talk about her love of make-up and persuaded her to reveal her current favourite beauty buys.

Did you always want to be a make-up artist?

"I knew that I wanted to work within art, but had no idea what. Then I got a book on stage make-up and contouring to change faces when I was a teenager and I remember thinking, 'Wow, you can do make-up as a job. How fantastic.' I didn't know make-up artists existed."

How did you get started?

"I did a course in theatrical make-up and costume design, but my heart wasn't in it. So I did an evening course at Complexions, which was great. It was run by make-up artists who would teach you and help oversee shoots. I then went to Milan to get my book together and did lots of tests and my first magazine shoot, but I had yet to assist a working make-up artist. I had always admired Mary Greenwell, so I called her agent and asked to assist her for a catwalk season in London and Paris. That taught me so much – not only about make-up but also how to behave around models and celebrities and great photographers. There is a code of practice."

Do you remember your first magazine cover?

"Yes, very well. I was asked to stand in for Mary Greenwell when she wasn't available to work. It was an *Elle* cover with Cindy Crawford. She liked what I did and I ended up working with her for a full week. That, and a cover for *The Face* with Amber Valetta. After that I moved to Paris to work with great photographers like Peter Lindbergh, David Sims and Paolo Roversi."

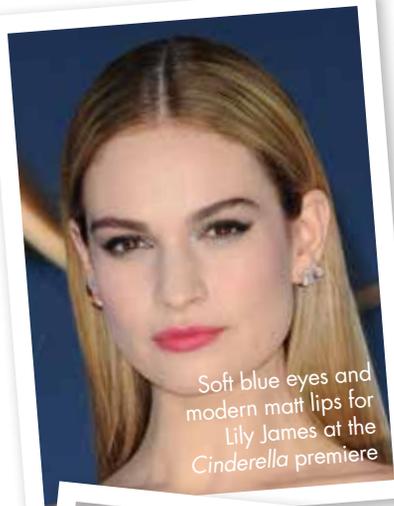
Is it stressful doing red-carpet make-up?

"To be honest, red-carpet make-up is the most stressful part of my job because you have no control over the lighting – there's no airbrushing, no retouching. But I love working with Kate Winslet and Keira Knightley. I'm also working with Lily Collins and Lily James now."

"It can be particularly stressful because people often touch up their own make-up and then get caught out because what works in real life doesn't necessarily work under flash photography."

What prompted you to start creating your how-to videos for YouTube?

"I had just finished filming *Ten Years Younger* for Channel 4, which was new for me. But the make-up was always edited badly and didn't really show women what to do. Women started to get in touch, asking questions about concealer and liner and foundation and make-up. At the same time, I started looking at YouTube and telling make-up companies that it was going to revolutionise beauty. I remember being on a mascara commercial and applying false lashes, then warning the company that women were going onto YouTube telling everybody that the mascara didn't create that look. Back then, I was regularly dismissed, but now look at the power of it."



Soft blue eyes and modern matt lips for Lily James at the *Cinderella* premiere



Lisa's classic smoky eye and nude lip look for Keira Knightley

Were you nervous about creating your first video?

"Oh yes. I was worried that the fashion industry and celebrities wouldn't take me seriously, but I believed in the authenticity of it. My first was a 'morning after' make-up video filmed after I had been out to a party, so I was hungover. I shot it in a white studio because that's where I always worked. I put it up and didn't know if I was ever going to do it again. My audience built slowly by word of mouth. It was really organic, but from the beginning I attracted a great audience aged from 18 to over 60 – they are all intelligent, nice and love make-up."

When did you first realise the videos were a success?

"Not until three years in. For the first two years I was doing it in my spare time, editing until two or three in the morning. Then I was on a shoot one day with Kate Winslet and she introduced me to her friend as 'Lisa, my make-up artist who also teaches women around the world how to cover their spots on YouTube.' That's when I couldn't keep it a secret any longer."

Do you still answer questions from your subscribers?

"I try to; I have a team and I oversee their answers. However, it is such an engaging community that often they answer each other's questions because they have learnt from me."

What are the most common queries?

"Finding different foundations for different skin types and tones; how to use concealer and eye liner; how to cover under-eye circles. People also want make-up for weddings and dates. We all have the same concerns."

Unlike others vloggers, your videos never have ads...

"I am very proud of that. I think my subscribers trust me because I have never taken any sponsorship or advertising. I work closely with brands, but never mention a product I do not love or think is right for my subscribers."

You have also written your first book, *Face Paint*.

Tell me about that...

"It's the result of my lifelong passion for make-up and it charts its history. It was originally an idea for a documentary, but TV channels turned me down so I thought, 'Why not put all of the research into a book?' Ironically, now it has gone from people kicking me out of the door to having American TV companies wanting to turn it into a film."

Lisa Eldridge Face Paint, The Story of Makeup (Abrams, £18.99) is available from amazon.com and Waterstones. For Lisa's video tutorials, visit lisaeldridge.com or search for her on YouTube



LISA LOVES...

We asked Lisa to reveal the products she is currently using and loving. These are the ones that have made it into her magic make-up bag

DHC Mascara Perfect Pro Double Protection in Black, £14.50, from feelunique.com

Charlotte Tilbury Lip Cheat Lip Liner in Pillow Talk, £16, from johnlewis.com

Chanel Poudre Universelle, £36, from boots.com. "Has never let me down on the red carpet. I use this, then give the pressed version to the actress to take with her for the evening"

Suqqu Eyebrow Liquid Pen in Brown, £20, from harrods.com. A fine brush for a natural look. It's water- and oil-resistant for a long-lasting finish

Lancôme Shine Lover Lipstick in 218 Beige Béguin and 212 Twisted Beige, £21 each; visit lancome.co.uk. "Another staple, I give these to my clients to take onto the red carpet"

Lisa Eldridge for Lancôme Auda(city) In Paris Eye Palette, £42, exclusive to Debenhams. "My edit of the eye colours from Lancôme. I chose each one. They blend easily and are very wearable"

Make Up For Ever Ultra HD Invisible Cover Foundation, £29, from Debenhams. "Works brilliantly on the red carpet and in the studio and editorial, and doesn't have any SPF so won't flare under the lights." Comes in 12 shades

Lancôme Éclat Miracle, £21, from Debenhams. "When I started as a brand ambassador at Lancôme, I insisted that they bring this highlighter back. It works in all lights – including flash photography"

Tom Ford Lip Colour in Spanish Pink, £38, from Selfridges and House of Fraser. "These are the best nude lipsticks – very wearable"

Estée Lauder Double Wear Stay-in-Place Flawless Wear Concealer, £22; visit esteelauder.co.uk. Choose from eight shades

Aerin Multi-Color for Lips & Cheeks in 01 Natural, £32; visit esteelauder.co.uk. "A great neutral cheek cream"

Stila Kajal Eyeliner in Onyx, £12; visit stila.co.uk. "This was recommended to me by Kim Kardashian – although last week Kendall told me that she introduced Kim to it. It's incredible, so easy to smudge and blend"

Kevyn Aucoin The Sculpting Powder, £35, from spacek.com

Laura Mercier Secret Camouflage, £26.50, from Space NK. Comes in eight shades

