

# girlie POWER

*Shy or bold. Sweet or sarcastic. Strong or vulnerable. Feminine or feminist. Now do us a favor and change each "or" into an "and." Ah, yes, that feels so much better. After all, if feminism was born out of the desire that all women should have the freedom to choose without feeling marginalized by those choices, why would our approach to beauty be any different?*

*This story answers that question and reflects a broader shift in our culture. A culture where one of 2015's most viral posts—#thepowerofmakeup—celebrated a woman's right to wear cosmetics (or not) without shame. Where the TV landscape hums with female characters that defy physical stereotypes. (An FBI recruit who wears her Disney princess hair as naturally as her ballsiness? Mad props, *Quantico*.) Where words that wouldn't be caught in the same sentence now make total sense. (Proof: Ronda Rousey describing her body as "femininely badass as f-ck.") Where a female can be tough as nails and rock glitter manicures, a drill and a curling iron can both be considered power tools, and a politician/athlete/anyone can take a long, hard look in the mirror—and realize that her smoky eye could use more smolder. In 2016, we're walking contradictions—and it's a pretty powerful thing.*

**"HAVING IT ALL" MAY BE THE MOST TRITE TALKING POINT OF OUR TIMES. BUT AS BEAUTY TRENDS GO, IT'S A WELCOME REVELATION. MEET THE HAIR-AND-MAKEUP MASH-UPS THAT ARE PART FEMINE, PART FIERCE, ALL WOMAN.**

BY LESLEY ROTCHFORD

STYLING: GABRIELLE POCARO, HAIR: MARCUS FRANCIS, GUAINE PROFESSIONALS, CELEBRITY STYLIST/WEBER SHAWDRICK, MAKEUP: AKIKO SAKANO, FOR DIORSKIN, NAILS: SEE MANAGEMENT, MANICURE: ROSEANN SINGLETON FOR DIOR VERNIS/ART DEPARTMENT, AGLER TOP

LOW PIGTAILS + VAMPY LIPS

*These sleek, shiny little piggies don't go to market, and they sure as hell don't stay home. Pair with deep lipstick and you're ready for whatever the night may bring.*



## BUBBLEGUM LIPS + SMUDGY LINER

Lipstick the color of Hubba Bubba? Oh, nostalgia! Middle school! Trips to the mall! Messy liner recalls morning-after-the-party college days. Together, they're timeless.

## strong FEMALE LEADS

Loving lipstick doesn't make you any less powerful.  
Three inspiring, gutsy women speak out.



**THE ACTRESS**  
(EMMY AWARD WINNER,  
ORANGE IS THE NEW BLACK)

uzo aduba

I play a character who wears a prison jumpsuit every day. There's something freeing about being on TV with little to no makeup. I've seen my face, and my face is fine just as it is. [Off set], if I forget my lipstick when I leave the house to buy groceries and a friend calls to meet up, I don't have that terror—*What am I going to do? Do I need to race over to Sephora and ask one of the associates to do my face?*

As much as I have come to realize that I don't need makeup, it does make me feel beautiful. I love the process of putting on makeup and getting dressed up for award shows. There's something ceremonial and ritualistic about it: going to get your nails done, picking out your dress, being surrounded by a group of women. I relate that to the feminine experience. You're really looking at your face and your hair and choosing to accentuate and honor who you are. It's taking the time to say, "What is beautiful about me?" Standing in celebration of yourself doesn't take away or detract from your feminist position.

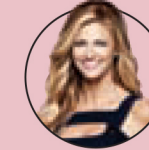


**THE ATHLETE**  
(ALPINE SKI RACER, WINNER  
OF FOUR WORLD CUPS)

lindsey vonn

I love racing, but I don't always love being in my ski gear. I keep my hair long enough so you can see it under my helmet. I'll wear a loose braid so that when I take my helmet off, my hair has a nice wave to it. Doing this helps balance my strong side and my feminine side. It's a way to put my personality out there.

I've also noticed that wearing makeup gives me more confidence when I'm skiing. Some of my best friends on the World Cup used to make fun of me when I first started wearing it. They were like "What are you doing? You're skiing, you don't need makeup!" But I don't think being sexy undermines my character or my performance as an athlete—it makes me feel better and makes me feel like I'm putting my best foot forward. You can look beautiful and still be powerful.

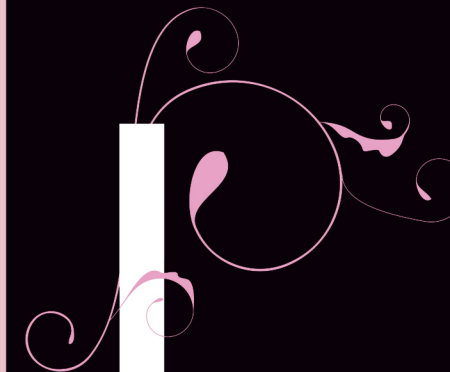


**THE SPORTSCASTER**  
(FOX SPORTS, COHOST OF  
DANCING WITH THE STARS)

erin andrews

It's taken me years to feel like it's okay to want to look pretty on the job. You used to have to be a tomboy to fit in. I get my nails done and have hair extensions, and I like to put on fake eyelashes. So I was the misfit in this industry. It was, "Oh, she's into makeup, she's into clothes...so she's not serious about sports."

The industry is changing, but it's still a struggle. Bloggers will take shots at what I'm wearing, and there are people who don't think women should be working the sidelines at games at all. Those people keep me motivated every single day. They are the reason why I study so much, and I care so much, and I take my job so seriously. I love sports—in my *Dancing with the Stars* dressing room I'm watching football—but at the same time, I'm never going to be embarrassed for wanting to look good on camera. You can be girlie and still be interested in how the defense is going to stop the offense on Sunday afternoon.



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WALTER MCBRIDE/WIREIMAGE (ADUBA); KEVIN MAZUR/WIREIMAGE (VONN); KEVIN LYNCH/FOX SPORTS (ANDREWS); SHOSHANNA DRESS



# DOLL LASHES + ROCKER BRAIDS

Raggedy Ann lashes and thin braids—offset by roughly textured hair—hardly look prissy. More like potent.

RYAN OLSEWSKI/RODARTE IMAGES (STILLS); PROP STYLING: ANNIE EDWARDS; LISA SHIN (MASCARA); JAY GODFREY TOP



## LOW PIGTAILS

- On towel-dried hair, run a few pumps of hydrating oil or serum from mid-shaft to ends. Try Aveda Dry Remedy Daily Moisturizing Oil (\$29, [aveda.com](http://aveda.com)).
- Make a center part, and blow-dry with a flat paddle brush.
- On each side of your part, grab a small section of hair that starts two to three inches up from the nape of the neck and clip it out of the way.
- Pull remaining hair into two tight ponytails, securing each with an elastic. Unclip the sections of hair you'd put aside and wrap each around the base of its pigtail. Pin the ends under the elastic. Mist your hairline and part with hair spray, and smooth a drop of the serum or oil over each pigtail.

## VAMPY LIPS

- Spread on dark matte lipstick with a lip brush. For fair skin, choose berry; for dark skin, go for burgundy. Try Tarte Tarteist Lip Paint in (1) Hangry or (2) Frenemy (\$20 each, [ulta.com](http://ulta.com)).
- Use a lip liner in the same shade as your lipstick to touch up the perimeter of your mouth. "I apply it sparingly, so the lips don't look overlined," says makeup artist Gita Bass.
- On cheeks, blend bronzer and rosy blush. On eyes, go for a peachy-brown shadow and mascara.

## BUBBLEGUM LIPS

- Line lips for definition. If you have light to medium skin, your liner should match the lipstick. Dark skin? Choose a liner that matches your complexion.
- Swipe on a creamy lipstick. "A pink shade with cool undertones flatters all skin tones," says Nars makeup artist Uzo. (Cool undertones = more blue than yellow.) Try (3) M.A.C Lipstick in Saint Germain (\$17, [maccosmetics.com](http://maccosmetics.com)).
- With bright matte lips, Uzo recommends applying a sheer foundation so skin looks glowy. Tap highlighting powder onto cheekbones.

## SMUDGY LINER

- From inner to outer corners, as close to the lash line as possible, drag a dense black eye pencil along just the lower lashes. Try (4) L'Oréal Paris Infallible Matte-Matic Eyeliner in Ultra Black (\$9, at drugstores).
- Dip a small, flat brush into black shadow and smudge the liner. Try Chanel Soft Touch Eyeshadow in Midnight (\$29.50, [chanel.com](http://chanel.com)).
- Apply shimmery tan eye shadow and volumizing blackest-black mascara.

# get THE LOOKS

## DOLL LASHES

- Sweep primer onto top lashes. Try Clinique Lash Building Primer (\$15.50, [clinique.com](http://clinique.com)). Gob on thickening mascara, and before it dries, "gently pinch lashes together in sections using your thumb and your forefinger to create a clumpy effect," says Bass. Try (5) CoverGirl Super Thick Lash Mascara in Very Black (\$5.33, at drugstores).
- For lower lashes, apply just one coat of mascara.
- Keep the rest of your makeup sheer: champagne eye shadow, rosy cream blush, and light pinky-brown lipstick.

## ROCKER BRAIDS

- Starting at the roots, mist damp hair with texturizing spray, like Suave Professionals Sea Mineral Infusion Sea Salt Texturizing Spray (\$6, [walmart.com](http://walmart.com)). Work two medium-size dollops of mousse from mid-shafts to ends. Try Drybar Southern Belle Volumizing Mousse (\$26, [sephora.com](http://sephora.com)). Part hair in the center and blow-dry.
- Starting mid-shaft, wrap two-inch sections of hair around a curling iron with a three-quarter-inch barrel. Tousle waves.
- Create two tight, skinny braids: one on the right side of the neck, one on the left, says hairstylist Marcus Francis. ■