

INSPIRATION STARTS HERE

WHAT A BEAUTY!

Remember when the lion's share of beauty inspiration could be found behind door number one (the runway!) and door number two (ooh, red carpet!). Those sure were innocent times, way, way back in 2005. Now, we're so flush with the stuff that we've all come to calling it inspo. (Four syllables? Total energy suck.) Everywhere we gaze, pretty ideas beckon us with possibility—and, perhaps, a touch of anxiety. Research proves that too many options (social scientists call it "choice overload") make us feel overwhelmed, even uneasy. That forces us to either make the wrong selection or none at all. The irony is this bit of research was unearthed a decade ago, when Instagram was but a twinkle in our iridescent-lidded eyes. Before beauty vloggers, hair tutorials, and #PinterestFails. That virtual feast is precisely what informed the following pages. To distill all of the goodies—from every nook of our social feeds, from the top makeup counters and hair salons, and, yes, from the classic fashion and awards shows—and present them in a way that is actually doable and, you know, inspiring. Because we believe that inspiration isn't just something to pin to walls (literal or digital). It's something that spurs us into action, ushers us out of comfort zones, and changes our perspectives for the better. Inspiration may start here, but ultimately, it's you who takes it somewhere amazing.

RODALE IMAGES; (PURPLE EYE SHADOW, RED GLOSS, ORANGE NAIL POLISH, CREAM, BOBBY PINS); SVEND LINBAEK/EXPOSURE
NY (NAIL POLISH SWIRL); THOMAS LIGGETT/OFFSET (BLUE POWDER); JOHNER/OFFSET (LIPSTICKS); DENNIS PEDERSEN/
THELICENSINGPROJECT.COM (BLUE MAKEUP SHEAR, CORAL MAKEUP SHEAR); GETTY IMAGES; (LIPITA, RUNWAY MODEL)