BEAUTY

BEHIND THE SCENES

BEHIND THE SCENES OF OUR SHIMMER BEAUTY EDITORIAL

Elizabeth Rhodes | Art Director | Photo: Jeremy Cohen

For our **Fall 2010 issue** editor **Elizabeth Rhodes** art directed a photoshoot with photographer Jeremy Cohen in Los Angeles for our beauty editorial "Shimmer". Elizabeth Schlatter's inspirations to use the inspiration behind this editorial and how it all came together.

Photo: Jeremy Cohen | Hair: Elizabeth Schlatter | Make-up: Jessica Kim

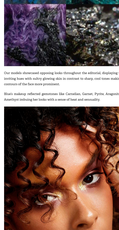

Photo: Jeremy Cohen | Hair: Elizabeth Schlatter | Make-up: Jessica Kim

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The story behind this editorial's concept is about texture, specifically taking inspiration from the contrasting textures of water. Jeremy Cohen and Elizabeth Schlatter wanted that element so slightly the opposite of water to appear to make an appearance between the focal point. The idea of this texture story was easy and mostly being big the story of the makeup is to look plain emphasizing lith and expressive hues.

Here's a part of the mineral references used for this editorial.

Photo: Jeremy Cohen

Our models showcased opposing tones throughout the editorial, displaying warm, inviting hues with cool's glowing skin in contrast to sharp cool tones making the contrast of the hues more prominent.

Hair's makeup reflected geometrics like Cartadine, Garner Pyrite Aragonite, and Amethyst imitating her locks with a weave of heat and secondly.

Photo: Jeremy Cohen

Photo: Jeremy Cohen

For Tiana's makeup, the looks were inspired by cruise tones with layered colors for depth. The inspiration for these looks came from stones like Kunzite, Lapis Lazuli, Cassiterite, and Sodalite.

Photo: Jeremy Cohen

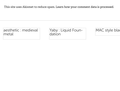

Photo: Jeremy Cohen

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For the end of the shoot we encouraged Shiatsiro to do whatever he wanted as a final look, and he definitely seized the opportunity! He created this Final look on Tiana's hair using a mixture of Gel, Hair Spray, and the reverse of the chemical process for the curl, but all with 21C Alg for the glam vibe and enhanced Sonata cover for the eye enhanced to stick to the metallic pieces.

Photo: Jeremy Cohen

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Photo: Jeremy Cohen

For the full Shimmer beauty editorial in our *Fall 2010 Issue*. More information about Jeremy Cohenstore photography can be found at her website. To read more, look behind the scenes of more of our photoshoots.

–Elizabeth Rhodes

Elizabeth Rhodes is the Associate Editor of Auxiliary. Based in Los Angeles, she is a writer, DJ, modern artist, and amazing junkie.

THIS ARTICLE IS TAGGED UNDER

ART DIRECTION · BEAUTY · BEAUTY EDITORIAL · BEHIND THE SCENES · CREATIVE DIRECTION · ELIZABETH RHODES · FALL 2010 ISSUE · HAIR STYLIST · JEANNA KIER · MAKEUP ARTIST · PHOTOGRAPHY · SARTIN CHRISTIAN · SHOOTING GROUND

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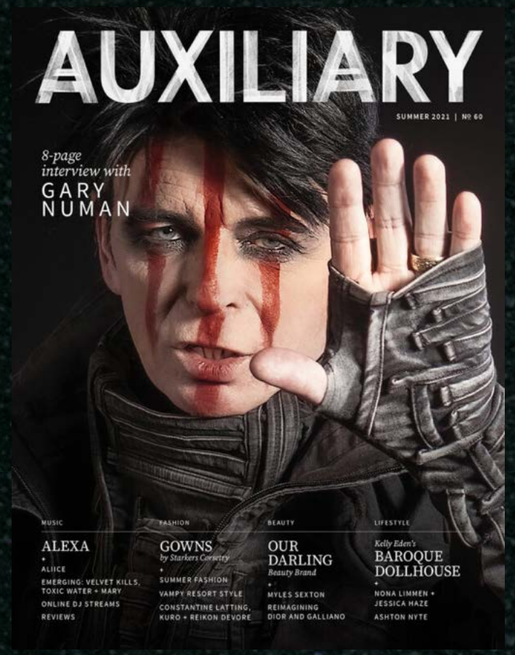

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