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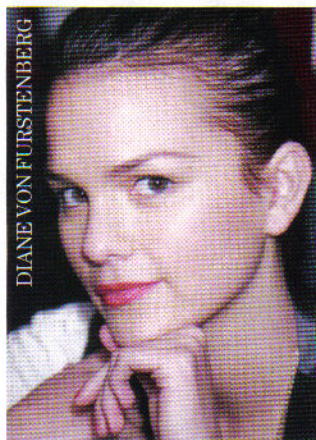
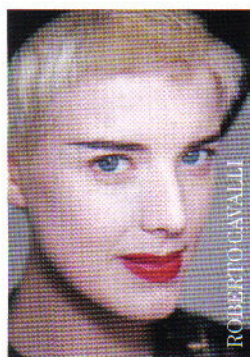
red lipstick



Poppy King, founder of Lipstick Queen, explains how to achieve the perfect pout

1 I've never worn red lipstick before and I'm a little nervous. How can I ease myself into the look?

Wearing red lipstick is all about confidence. If you are new to lipstick or coming back to it after a spell with gloss, you need to learn how to wear it comfortably. Red lips have a reputation for being too 'done' and theatrical, but if you get the right shade it's an elegant statement. Like a new pair of heels, try wearing red lips around the house first. Experiment to find what depth of pigment is right for you – it could be a dense, matte, true red or a much more sheer wash of pink-based red.



2 Any tips on finding the right shade to suit my colouring?

Play around with different shades and textures. As a guide, blondes suit shades of red with a yellow-based undertone (ELLE recommends Lipstick in Lady Bug (£11) by Mac). Brunettes can opt for a blue-based red (such as Pure Color Lipstick in Hot Kiss (£14.50) by Estée Lauder) to accentuate their colouring. It's a misconception that redheads don't suit red lipstick. Brighter, flame-red hair suits bluer reds, while those with a deeper, more auburn colouring can experiment with a warm-based tone (try Rouge Unlimited in RD198 (£15) by Shu Uemura). For daytime,



strong red lips work well – Red Sinner (£15) by Lipstick Queen creates a really bold look. A sheer shade, like Saint Red (£15) by Lipstick Queen, is sexy yet subtle for night-time. The more dressed up you are, the less intense the colour you need – it's all about contrasts.

Whichever shade you choose, ensure it contains as little shimmer as possible. Too much will just compete with the pigment in the lipstick and look fussy.

3 What's the on-trend way to wear red lipstick?

To keep red modern, make the rest of your face minimal. Wear as little eye make-up as you feel comfortable with – mascara is fine, but eyeshadow should be neutral or done away with altogether so that lips stand out. I love a little blush on the cheeks, but apply it to the apples, not the cheekbones – you want to look healthy and youthful, not overly made-up. Dab a little red lipstick onto the apples and blend it in; you'll get a gorgeously subtle, flushed glow. When it comes to your pout, apply lipstick straight from the tube and layer on as much as you need. Skip liner unless you want to change the shape of your lips – it's easy to get wrong.

TOP TIP For long-lasting colour, paint a little concealer around your lip line with a fine brush before applying your lipstick. This will prevent the colour from seeping or smudging.