



Poppy King
FOUNDER OF LIPSTICK QUEEN

The allure of lipstick

As an awkward teen, I was in awe of Jerry Hall's fearless red lips, which began my fascination with the transformative power of lipstick. I didn't have Jerry's Amazonian frame but, with a slick of my mother's Biba lipstick, I could channel her brazen, sexy spirit, transporting me from Australian suburbia to Studio 54 glamour.

I love lipstick in its simplest form, classically packaged, in sumptuous colours and textures that evoke 1940s glamour. Frustrated with the fussy formulas on offer, I decided to create a retro-inspired line containing the latest hi-tech ingredients.

Make-up is about experimentation, gut instinct and trusting what you see in the mirror. You'll know when you've found the right shade of lipstick – it will instantly bring your features alive, illuminating your complexion, hair and eyes, and take years off your age.

Wearing lipstick is an emotional and visual experience. From the defiant red lips of the suffragettes, to the vampish power pouts of the 1980s, bright lipstick is the ultimate statement of confidence, independence and womanhood.

'Latex-like pigments provide pure colour without drying.' Lipstick Queen Sinner, £15 (www.spacenk.com)

'Balance bold lips with subtly defined eyes.' Guerlain Ombre Éclat duo & liner, £29 (01932 233887)

'The scarlet red of my namesake is my favourite lip colour.'

FOUR STEPS TO INSTANT GLAMOUR

1 When teaming blush with bold lips, avoid harsh stripes of colour, which can look dated. Instead, subtly sweep a soft shade across the apples of your cheeks. I love Nars Orgasm Blush, £18.50 (www.narscosmetics.co.uk).

2 Unconfident lipstick wearer? Treat your purchase like a new pair of heels by wearing the colour at home until you feel comfortable, or opt for the semi-commitment of sheer formulas.

3 It's easy to get lost in the search for the perfect lipstick but, as a general guide, pale skins should go for orangey reds, while brunettes or darker skins should stick to blue-toned shades.

4 When wearing bright lipstick, avoid looking garish by keeping your make-up to a minimum with neutral tones.