

VINTAGE MAKE UP

The first part of the 20th Century make up was mainly used by older, wealthy women (who also had access to them or maids to make them.) and was not deemed suitable for unmarried and ladies who were suppose to look 'natural' and working class women who had no access to them. Prostitutes and actresses also wore cosmetics as well as male actors. By the end of WW1 with social changes alongside changes in greater female emancipation women in all social classes started wearing makeup and it was acceptable to be seen outside with it!

.Helena Rubenstein opened her first British beauty salon in London in 1908.

.First swivel lipstick appeared in 1915

.Maybelline used actresses to say make up would make ladies beautiful like them if they brought it

1920's

The 1920's is the decade of the flappers when women started to rebel, cut their hair off, wore loose dresses that did not emphasise their feminine attributes ,often taping down their boobs too which and wearing more make up which was also becoming more available with chemists and stores having make up counters.

In the 1920's the trend was for pale faces using cream & ivory face powder to give a youthful glow and in fact with the rise of advertising in this decade some companies promoted that buying and using their makeup would make you look younger-not much different to now a days! Rouge was usually a rose or raspberry colour and applied in circles to give a rounded appearance. Eyebrows were a fairly distinct look in this decade with 'plucking' becoming popular for the first time and a 'downward' shape drawn on with eyeliner giving a somewhat sorrowful look. Eyeliner was inspired by the new interest in Egyptian styles which came about by the discovery of Tutankhamun in this period. The eyeliner was put around the whole eye and smudged and blurred in. Dark eye shadow colours were popular in this time with greys, greens and blues being worn. The 'cupids bow' lip shape (as seen on Hollywood starlet Clara Bow) meant that the lower lip was exaggerated and the sides of the mouth left untouched and not emphasised and colours

worn ranged from deep reds, deep browns & plums and then in the later part of the decade rose, raspberry & peach which also coincided with more natural skin powders being worn at this time. Some ladies even brought metal lip tracers to get the perfect lip shape!

.Elizabeth Arden opens first store in London in 1922

.Estee Lauder opens store in Paris

.1920's saw lipsticks being mass produced

.Increased use of mascaras (known as mascaras then) but still cake mascara

.Increased use of nail polish

.Clara Bow, Anna May Wong, Louise Brooks, Josephine Baker, Coco Chanel

1930's

The 1930's saw eyebrows looking incredibly thin in appearance (as seen again to a degree in the 1990's) with the trend of plucking taking off with some women even plucking them all out and drawing them in (as supermodel Linda Evangelista did in the 90's, though not recommended!). Hollywood by now had a big influence as they have continued to ever since. Pale ivory foundation bases were in vogue. The 1930's saw the emergence of cream eye shadows and lighter shades which were popular in this period along side pinks and greens and also contouring of the eye socket creating a triangle shape to the outside of the eye. Rouge moved away from the round look of the 20's and took on a triangle shape. Cake mascara still popular and in 1939 the first waterproof mascara came out by Helena Rubenstein. Lips were a thinner look with dark red, maroon and raspberry being popular.

.Revlon opened in 1932

.Max Factor opened first London salon in 1936 and was a big collaborator with Hollywood stars such as Judy Garland who he had promote his foundations and launched his lip gloss in 1937

. Female 1930's icons include Bette Davis, Marlene Dietrich, Merle Oberon, Greta Garbo, Mae West, Katherine Hepburn, Theresa Harris

1940's

By this period make up was a huge industry. Foundation was worn a shade darker though powder and lots of it was worn in a lighter shade. Probably the most recognisable look when you think of this era is the bright red full lipsticks worn. Thin lips were a thing of the past and lip liners were worn to enhance the natural lip and to look as full and red as possible! Most lipsticks were matt so Vaseline was added for shine and also lots of women used lip stick as blusher as this was hard to get in the war. Rouge was in a style going out from the apples of the cheeks in rose colour. Eyebrows were thicker and arched and again Vaseline was used to groom into place. Eye shadows were light & medium browns and beige as a highlight and once again cake mascara still in use. As much as we think of this period as being fairly glamorous due to WWII it was more about being simple and what was on hand and practical a lot of the time. Saying that women were actively encouraged to wear make up to boost moral abroad and at home and to look their best! They were even encouraged to cover in kisses with their red lipstick the letters they sent to soldiers.

.Compacts become popular rather than loose powder

.Elizabeth Arden designs makeup and a red lipstick to match the women's marine corps hat cords, scarfs and other parts of their uniform.

.1940's icons include Lena Horne, Veronica Lake, Lana Turner, Carmen Miranda, Doris Day

1950's

The makeup here was heavier with liquid and thick creamy foundations becoming popular though once again a pale face and almost mask like base was desirable. Powders were peachy or flesh, neutral tones and often loose. Eyebrows were a tad darker than the natural colour and defined and tapered. Over all the eye shadow was more minimal in this era though shimmer became popular and companies such as Max Factor introduced eye palettes with two or three colour choices in. Eye liner and winged eyeliner is a definitive look of this period and adds instant glamour to a look as was preferred by many than heavy eye shadows. Eye lash curlers became popular and lots of mascara on the top lashes. Rouges were pink as it was a very 'in' colour of this period but very subtle on the apples of the cheeks. Although we think of red lips when thinking of the 50's in the first part lighter shades like pink and pastels were in replacing the reds -especially for younger ladies though reds came back in and were still popular. By now 48 lipstick brands were available.

.Non smear lipstick appears

.Models used as personalities as well as actresses to promote makeup

.Each brand developed its own USP

.Icons of the 50's include Marilyn Monroe, Dorothy Dandridge, Elizabeth Taylor, Lucille Ball

1960's

The 1960's or 'swinging 60's' saw a lot of cultural changes in society which were expressed in music, clothes, fashion and make up. It was the time of rebellion especially the later part of the decade and the women's liberation movement starting. There are certain looks we think of when thinking of this decade, the gamine look (Audrey Hepburn, Twiggy), hippies, the start of the mods and rockers look as well as the 'classic' look. In the beginning of the decade the 50's influence was still seen with understated classic eyes, pale, powdered skin. In contrast partly from the influence of Mary Quant and the London look trend appearing the makeup and hair followed suit. All attention and focus was on the eyes with eyelashes being the main feature sometimes used on top and bottom lashes and often secured using mascara. Lashes were also painted on (as seen on Twiggy the supermodel of the time as well as Jean Shrimpton). A monochrome eye shadow look was seen with greys, whites, blacks and also greens and blues popular and eyeliner in white in the lower water line and also on the upper eyelid all the way to inner corner as well as black eyeliner (or a shadow) drawn on to the eye crease line. Mascara was also seen on lower lashes for the first time since the 1920's. Powder was by now not liberally applied but merely dabbed here and there and would be translucent. Blusher was not that popular and not often worn (in the later 60's). Lips were pale in contrast to the eyes and previous decades and lip liner was not popular with the young ladies but very pale pinks or pale reds were in. Mods even would wear white lipstick! In the later part of decade (think Woodstock) drawing on the face, flowers, peace, love etc was in as well as psychedelic colours all these looks especially was embraced by the youth.

.Considered first decade with makeup to go back ie 'retro look' and used influence of the 20's in their makeup style and clothes

.Other influences that women aspired to look like were Bridget Bardot and Jackie Kennedy, Martha Hunt, Edie Sedgwick, Audrey Hebrun