

HEATHROW

LIPSTICK COLOURS OF THE YEAR

REPORT



WELCOME TO A WORLD OF LIP COLOUR

Heathrow is not only one of the world's biggest airports, it's a beauty mecca - with over 120 brands, 12,500 beauty products and 1,451 lipsticks, it's home to Europe's largest beauty range under one roof.

We've got our finger on the pulse of international beauty and have created the very first International Lipstick Colours of the Year Report, together with World Duty Free, to reveal the lipstick looks people are wearing across the world, right now, and the trends that are driving them.

From right here in our home of **London**, to **New York**, **Dubai**, **Shanghai** and **Paris**, we've got it covered - the 50 most stylish international destinations, to ensure you're jet set beauty ready.

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MEET OUR BEAUTY EXPERT

Alice Hart-Davis is an award-winning beauty journalist who writes for many magazines and newspapers about everything from make-up to the latest anti-ageing procedures.

Alice is also the creator of a skincare range called Good Things. With her daughters, Molly and Beth, she has written two beauty books for teenagers, and she tweets and blogs about innovation in the beauty world. Over the years, she has developed an awed respect for the power of lipstick to improve your look. Alice has teamed up with Heathrow to pen this inaugural report.



Lipstick punches way above its weight.

It's a tiny thing but it makes a massive difference to the way you look - and to the way you feel. It can change your mood and boost your morale, in five seconds flat. Heathrow offers an amazing range of lipstick shades and textures so you won't have to look far to find one that will light up your face - and possibly your life.

A BRIEF LIP-STORY



Ever since the womenfolk of early civilisations worked out how good a pair of stained lips could look, lipstick has existed in one form or another.

In Ancient Greece, only prostitutes wore it, but in Ancient Rome, it was a sign of status, even for men. At the turn of the 20th century, lip colour was seen as something only fit for actors and 'fast' women.

However once Max Factor began creating lipstick in the 1920s and the Flapper girls, the it-girls of the era, got hold of it, there was no holding back its popularity.

Lipstick might seem the ultimate frivolity, but it's also an exceptional morale-booster, something that any woman who wears it will understand. That must be why lipstick sales remained strong through the Great Depression of the 1930s and during the Second World War, lipstick became symbolic of defiance in the face of hardship and cosmetics companies produced patriotic bright lipsticks such as Helena Rubinstein's Regimental Red and Elizabeth Arden's Victory Red. It's war-paint. It cheers you up. It makes you feel altogether bolder and it lights up your face in an instant.

Strong red lips became an essential look for generations of Hollywood goddesses from Clara Bow, in the 1920s via Rita

Hayworth to Marilyn Monroe (who blended three shades to achieve her trademark red), and Elizabeth Taylor, and where they led, millions of women across the world followed.

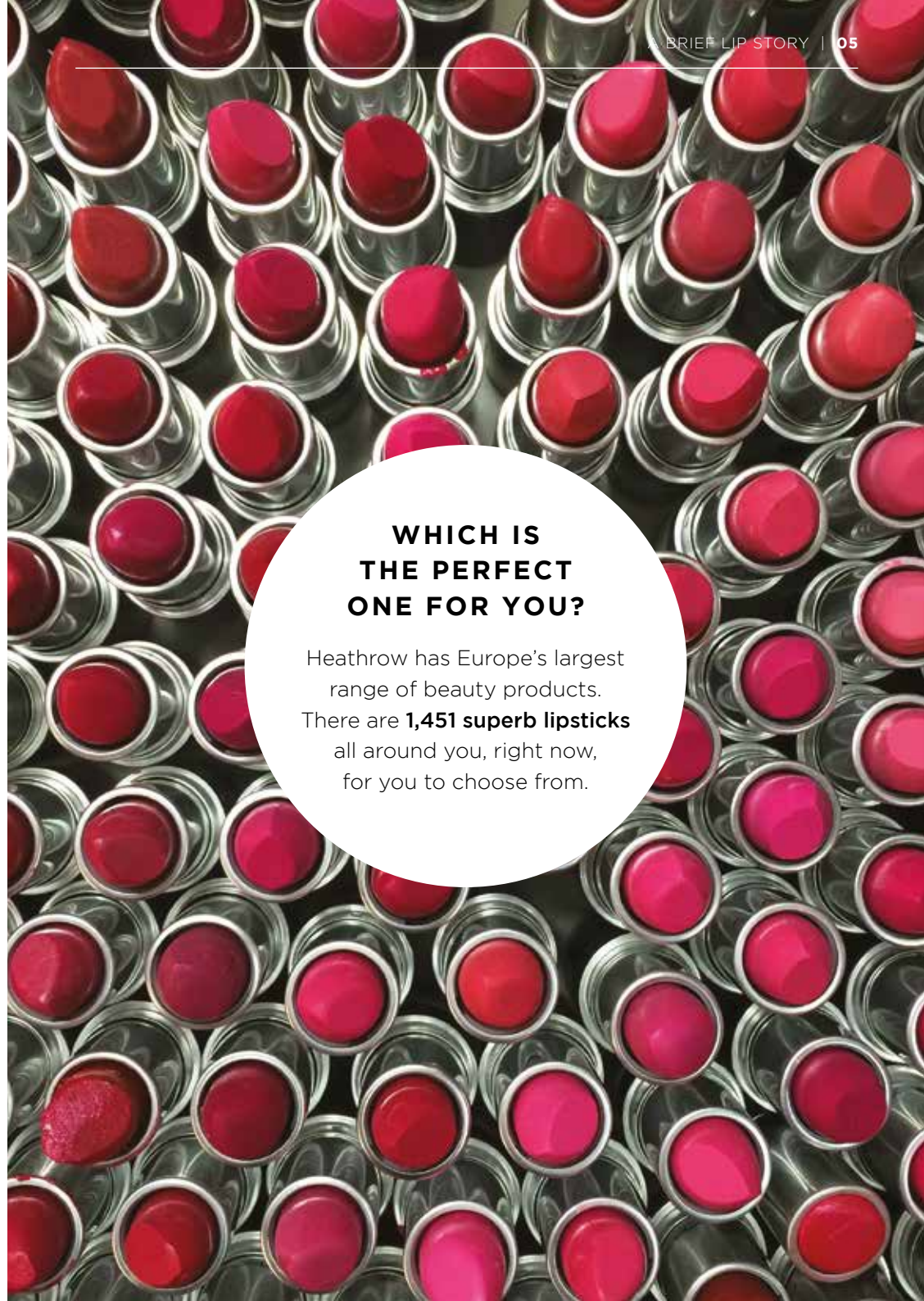
Today, lipstick remains an affordable luxury

its sales hold up during modern recessions, too - and modern celebrities know its power. Gwen Stefani, Taylor Swift and Dita Von Teese are rarely sighted without scorching red lips, while Angelina Jolie, and Kim Kardashian and Jennifer Lopez fly the flag for nude lipstick.

We can't get enough of the stuff; the latest Colour Cosmetics report from Mintel found that sales of lipstick in the UK reached £137 million last year, up from £126 million in 2012, while statista.com estimates that 5.8 million women in the UK use lipstick or lipgloss more than once a day. Somewhere in the world, MAC sells a lipstick every two seconds.

WHICH IS THE PERFECT ONE FOR YOU?

Heathrow has Europe's largest range of beauty products. There are **1,451 superb lipsticks** all around you, right now, for you to choose from.



JET SET LUSCIOUS LIPS

HOW TO MASTER THE PERFECT LIP, WHATEVER DESTINATION

Alice's tips to create the perfect lipstick look:

1. EXFOLIATE LIPS TO KEEP THEM SMOOTH

You could use a soft toothbrush, though it is gentler (and more delicious) to dunk your lip balm in sugar, apply it to your mouth and rub the crystals carefully around gently with a finger.

2. KEEP LIPS SOFT AND HYDRATED

Use a lip balm to hold moisture inside the lip tissues, particularly when you're on the plane (cabin air can be drying).

3. PACK TWO LINER PENCILS

One that is neutral, one that is bright. You can use a lip pencil on its own all over the lips as a basic matte colour, or layer gloss over it, or use it in the classic way to add definition to the edges of your pout.

4. PACK YOUR THREE FAVOURITE LIPSTICKS

One neutral, one 'normal' and one bright, in the same colour as your bright lip liner.

5. MAKE IT LAST

Apply it, blot the colour with a thin layer of tissue and apply more. Waxier, more densely pigmented lipstick will give longer lasting colour than sheer or creamy ones.

6. PACK A CLEAR LIP GLOSS

(or a small tin of Vaseline), just because - You never know when you might want to wear it, and for hot destinations or partying, you could always use it as a sheer highlighter on cheekbones and browbones.

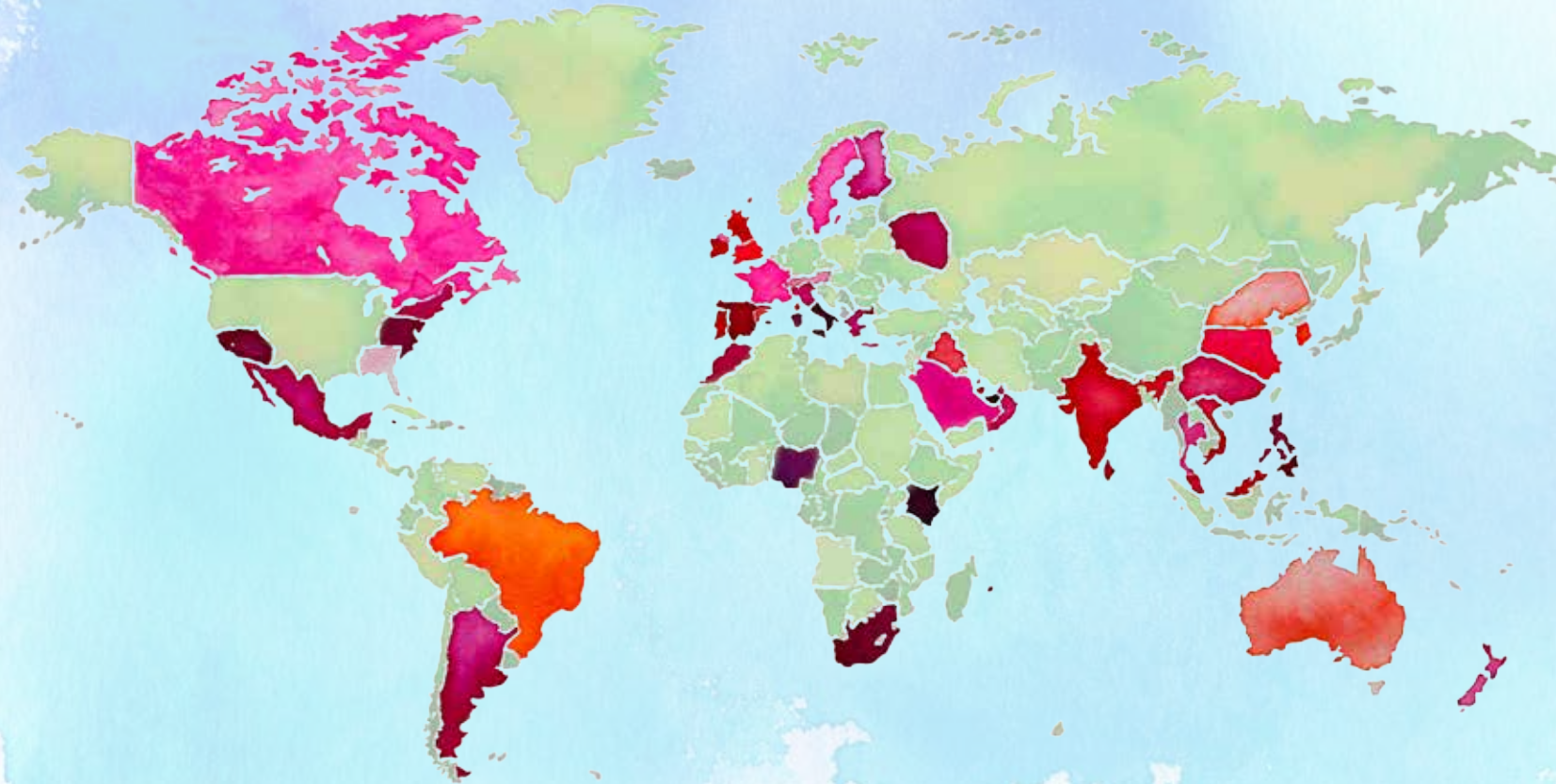
7. PROTECT YOUR LIPS

If you're out and about in the sun, use a lip product with built-in SPF.



AROUND THE WORLD IN 50 LIPSTICKS

Working with our sales data from across the world we've discovered the top lip colour worn by women in 50 stylish destinations that Heathrow flies to.



Abu Dhabi	Deep plum
Athens	Bright fuschia
Auckland	Deep red
Bahrain	Nude peach
Bangkok	Pale pink
Barcelona	Creamy nude
Beijing	Peachy nude
Belfast	Sheer strawberry pink
Buenos Aires	Deep rose pink
Casablanca	Pillarbox red
Colombo	Plum
Delhi	Orangey red
Doha	Golden fuschia
Dubai	Rose pink
Dublin	Bright orange red
Edinburgh	Dark nude
Grand Cayman	Nude pink
Hanoi	Deep mandarin
Helsinki	Dark pink
Hong Kong	Coral pink
Johannesburg	Sheer bright pink
Kuala Lumpur	Coral pink
Kuwait	Deep nude
Lagos	Deep purple plum
Las Vegas	Bright coral orange
Lisbon	Nude
London	Caramel nude
Madrid	Bright red
Manila	Pink red
Mauritius	Dark dusky pink
Mexico City	Rose pink
Miami	Pale rose pink
Milan	Bright fuschia
Montreal	Tea rose
Moscow	Raspberry pink
Muscat	Sheer plum
Nairobi	Burgundy
New York	Classic red
Paris	Dusky rose
Riyadh	Browny pink
Rome	Golden plum
Sao Paulo	Dusky nude
Seoul	Coral red
Shanghai	Sheer coral
Singapore	Orange red
Stockholm	Dark dusky pink
Sydney	Coffee nude
Vienna	Dark nude
Washington	Pink red
Zurich	Dark nude pink

LONDON

LIP COLOUR OF THE YEAR: CARAMEL NUDE

ORIGINS OF THE TREND

What Brits will get without even having to think about it, but what other nationalities may struggle to get their heads around, is that the key essence of the caramel-lipped London look is **Don't Try Too Hard**. That means that even if you have spent hours on your make-up, it won't show. It's a look that comes more from the culture rather than from the catwalks, though it popped up at the Spring/Summer 15 Christopher Kane show, where Lucia Pieroni gave models luminous-fresh complexions with strong eyebrows and nudey-caramel lips. In town, you can find this look on slouchy, off-duty models whose hair is a bit scruffy but somehow they still look fabulous.



ICONS

Kate Moss • Keira Knightley • The Duchess of Cambridge
Cara Delevingne • Alexa Chung



LONDON: GET THE LOOK

Naturally, even though this look is 'barely there', it takes some careful ground-work to achieve it. Sharpen up your appearance and open up the eye area by adding definition to your eyebrows, a dab of neutral colour on the eyelids and a light flush of bronzer to mimic a healthy glow. Then slick on your caramel-nude lipstick to give your lips the added boost that comes with a natural-looking colour and shine.

To finish the look, you'll want hair that looks effortless, too; not super-sleek and not a complete mess either, but somewhere in the middle. Tousled, a bit rooty, and relaxed. Keep channelling Kate Moss, and you'll be right there.

TRY THIS
CARAMEL NUDE
LIPSTICK



Clinique Pop Lip Colour
in Nude Pop

TO COMPLETE THE LOOK:



Bobbi Brown
Brow Kit in Dark



Benefit
Hoola Bronzing Powder



Gucci Magnetic Color
Eyeshadow Duo in Fume

NEW YORK

LIP COLOUR OF THE YEAR: BRIGHT RED



ORIGINS OF THE TREND

The bright red lip is an enduring classic. You see it smiling at the cameras from every red carpet event and it pops up on the catwalks every season without fail. What makes the red lip so iconic is the way it offers sheer glamour, yet it looks like it means business, too. In short, it's war-paint for the modern world. It's a bold look, but then the odd thing about red lipstick is that the mere act of putting it on makes the wearer feel sassier and more confident - which is very much what New York is all about.

There's a red that will suit every complexion; orangey-reds work well on 'warmer' faces with yellow undertones, while a red with a hint of blue in it will look good against cool-toned skin. (How do you know which you are? Hold some silver and

gold fabric up to your face. If gold looks better, you're 'warm'; silver, you're 'cool'.) Red lipstick also has the happy effect of making teeth look that bit whiter - and as we all know, Americans, particularly New Yorkers love white teeth.

NEW YORK: GET THE LOOK

You could go for the Hollywood-goddess look by defining your eyes, brows and cheeks, as well as your lips, but you risk looking overdone and a bit dated. For a fresher, more modern take on red lips, you need to do something less obvious with the rest of your make-up. With the lipstick as the main focus of your face, skip the eyeliner and go for a sheer wash of metallic eyeshadow instead and just a light coat of mascara to keep your eyes in view. Hair-wise, New Yorkers are partial to slick-looking blow-outs, so add some travel-sized straighteners to your bag or at least a paddle brush, so that you can blow-dry your hair suitably smooth to look the part.

TO COMPLETE THE LOOK:



Lancôme
*Grandiose Mascara
in Black*



Bobbi Brown
Sandy Nudes Eye Palette



NARS
Blush in Orgasm



TRY THIS

BRIGHT RED LIPSTICK



MAC Lipstick
in Ruby Woo

ICONS

Gwen Stefani • Taylor Swift • Blake Lively
Iris Apfel • Olivia Palermo • Sarah-Jessica Parker

DUBAI

LIP COLOUR OF THE YEAR: ROSE PINK

ORIGINS OF THE TREND

Rose pink seems such a nice, gentle colour. You could almost think it a bit insipid - but not when it gets into Tom Ford's hands. For his Spring/Summer 2015 show Ford, channelling a 70s rock-chick vibe, sent out models whose rose pink lips were vamped up with huge dark smoky eyes into something very sexy indeed. Yves St Laurent did much the same and it works well for a city of opulence that makes no apology for its in-your-face extravagance and glamour. If you're heading here, bear in mind that you too may want your make-up to look expensive and to work equally well for the beach as well as for nights on the town.



ICONS

Every celeb worth their salt has holidayed in Dubai and the ones who best embody the high-glam Dubai look are Beyonce, Kim Kardashian, Aishwarya Rai and Nicole Scherzinger.

DUBAI: GET THE LOOK

You'll need something to create a smudgy, smoky eye; try a dark eye shadow in brown or deep green or charcoal. Use this to spread a wash of colour over the eyelid and into the eye socket, then add more colour over the lid. Finally, use your shadow like eyeliner and run a line of solid colour along the upper lashes, below the lower lashes, and join it in a wing at the side. Pile on a couple of layers of thick, dark mascara to bring your lashes back into focus, add a slick of rose-pink lipstick, and you're done. Razzle up your hair to give it more volume. You could do this with dry shampoo or, if you've been on the beach, just leave it salty to give it more oomph, and wear with attitude.



TRY THIS

ROSE PINK LIPSTICK



Lancôme Absolu
de Rouge
in Rose Nu

TO COMPLETE THE LOOK:



Benefit
They're Real Mascara
in Black



Clinique
Chubby Eyeshadow Stick for
Eyes in Massive Midnight



MAC
Powder Blush in Peaches

SHANGHAI

LIP COLOUR OF THE YEAR: SHEER CORAL



ORIGINS OF THE TREND

Sheer coral is a clever colour. It's different, for a start, a neatly pointed contrast to all the louder reds and pinks that make up the greater part of the lip colour spectrum. It's surprisingly flattering, too, and looks great on skins that have a yellow undertone. That means that coral is the perfect complement to the Chinese complexion and enhances a delicate lip shape. It's the look on the poster for Shanghai Fashion Week Spring/Summer 15 - which may not quite get the attention of Paris or New York, but it is on the up, with stars like Nicole Kidman turning out, brands like Burberry showing and make-up companies like MAC supporting the shows.

ICONS

Liu Wen, actress Gong Li, who was one of this year's co-hosts at the Met Gala in New York, and model Jing Wen, who has just starred in the April edition of Vogue China.

SHANGHAI: GET THE LOOK

The Shanghai look is a fine blend of contrasts, not unlike the Chinese approach to fashion. It's arresting, without being in-your-face sexy. And it's different and quirky, yet bang-on-trend fashionable. What works really well with this whole approach - and with a sheer coral lip - is a solid line of eye colour that is as big and bright as you are feeling brave, a look that was all over the Spring/Summer 2015 catwalks. That could be a block of blue above the eye, a thin strip of green eyeliner drawn below the lower lashes, or a wash of pink eyeshadow that stretches right up to the brow bone. Add a swipe of highlighter over the cheekbones, neatly finished hair, and you're there.



TRY THIS

SHEER CORAL LIPSTICK



YSL Rouge Volupté Shine
in 12

TO COMPLETE THE LOOK:



Sisley
Phyto Eye Twist Stick
in Lagoon



NARS
The Multiple
in Copacabana



Estee Lauder
Little Black Primer

PARIS

LIP COLOUR OF THE YEAR: DUSKY ROSE

ORIGINS OF THE TREND

The Parisians are noted the world over for their intrinsic chic. The rest of us presume it must be something in the air in the city, or perhaps in their genes, as they manage to look totally put-together with an ease that suggests that this is simply who they are and how they live. Like Londoners, they would never want to appear to be trying too hard, yet the overall effect is ineffably more groomed; think leather skirts rather than skinny jeans, and a perfect feline flick of eyeliner rather than eyes surrounded by a smudge that might be yesterday's mascara. Fashions may come and go on the catwalks, but *la Parisienne* knows what suits her and sticks to it with admirable rigour.



ICONS

Actress Clemence Poesy, fashion muse Ines de la Fressange, Vogue Paris editor Emmanuelle Alt, actress Lea Seydoux, Josephine de la Baume.



PARIS: GET THE LOOK

For the Paris look, less is more. The aim is for a face that is chic rather than out-and-out glamorous. Although Parisians certainly wear a good deal of make-up, and apply it with some precision, it is never too outré. That means a dusky-rose-coloured lip rather than anything too deep or too bright, eyes that are neatly outlined to emphasise their femininity, a beautifully clear complexion (because anything less would be letting the side down) and a tiny bit of blusher, just enough to look fresh.

TRY THIS

DUSKY ROSE LIPSTICK



Clarins Rouge Eclat
in Woodrose

TO COMPLETE THE LOOK:



Clinique
Chubby Cheek Balm
in Amped Up Apple



MAC
Lightful CTinted Cream
SPF 30 in Medium



Bare Minerals
Lasting Line Longwearing
Eyeliner in Absolute Black



#OnEveryonesLips

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