

### 500 Word Review- Anastasia Beverly Hills Master Palette by Mario

As if more proof was needed that Kardashians are taking over the world, the latest release from luxury cosmetics brand Anastasia Beverly Hills confirms their domination of all things beauty. Mario Dedivanovic, Kim Kardashian West's primary makeup artist for over ten years and the force behind her inventive sculpting techniques, has curated a must-have eyeshadow palette for those looking to emulate Kim's classic “glam”.

With shade names like 'Kim', 'Claudia', 'NYC', and 'Paris', Mario's palette is inspired by people and places that have served as his muses throughout his career as a celebrity makeup artist. A mix of satin, velvet, metallic, and ultra-matte finishes, the palette skews towards warm neutrals and jewel tones, flattering shades for those with yellow and golden undertones like Ms. Kardashian West herself. While most shades lend themselves to an ultra-nude look, the deeper garnet, navy, and olive shades allow flexibility for a smokier eye. The satins and metallics are beautifully iridescent and, unlike many shimmery or glittery eyeshadows, maintain their brilliance under flash photography. 'NYC', a red-based plum with bronze shimmer, and 'Bronx', a mid-toned olive green with a gold base, are stand-outs that show up especially well under flash and feel like nothing seen on the high-end shadow market recently.

In terms of pigmentation and performance, the shadows are among the best available. As with most of Anastasia's eyeshadows, those in Mario's palette are buttery, long-wearing, and extremely blendable. Some of the matte shades can be a bit chalky, and the red-based shades can be patchy when not applied with the right brush, but these are problems that brands of all stature deal with since it is much more difficult to formulate shadows with a matte finish or red tone. Nonetheless, virtually all the shadows offer supreme pigmentation. Since they were formulated to also be used wet, the color payoff intensifies significantly when applied with a dampened brush. This option for increased saturation makes the palette suitable for both dramatic nighttime looks and more subtle daytime combinations.

At \$45.00 for twelve 0.02 oz. shadows, the palette is moderately priced, considering that a single Anastasia eyeshadow retails for \$12 at 0.059 oz. Though the price is not in the supreme luxury

category, the packaging still leaves much to be desired, especially for an established brand like Anastasia. While the brand's most recent palette, the Modern Renaissance, came in fabric packaging, the Master Palette by Mario utilizes less impressive cardboard.

So, is it worth it? If you love warm-toned shadows and are looking for an everyday palette for fall, yes. These shadows are definitely suited to the fall and holiday seasons and deliver versatility that would impress both a beginner and a more advanced artist.