

# The BRIDAL BEAUTY TREND REPORT

We bring you the hair and make-up innovations that will be making the leap from catwalk to aisle

**B**ridal beauty often has a timeless feel; a sophisticated nude lip, say, paired with a subtle smoky eye and glowing skin; a classic red lip with minimal eye make-up. These looks have been seen up and down aisles for many a year, and for good reason – they’re tried and tested styles that will never go out of fashion. With hair and make-up trends moving so fast, who wants to look dated in their wedding photos in five years’ time?

However, that’s not to say beauty innovation isn’t relevant to bridal style. It’s all about using the latest developments in techniques and products to give you a subtle, contemporary twist on classic looks, so you feel your confident best.

With 2019 upon us, we spoke to some of our favourite industry insiders about the new takes on bridal hair and beauty we can expect to see – and we think you’ll love them!



DOLCE & GABBANA



MORILEE



DOLCE & GABBANA

**The original:** FLOWER CROWNS  
**The twist:** FLORAL FLOURISHES

The models at Dolce & Gabbana’s SS19 show hit the runway with hair full of bold blooms, and our minds immediately went into overdrive, thinking of ways to translate this into a bridal style. A pared-back take on the trend, with fresh flowers woven into your up-do, would be a gorgeous way to include your wedding flowers in your bridal attire, tying the theme of the day together – a fresh take on the flower crown.

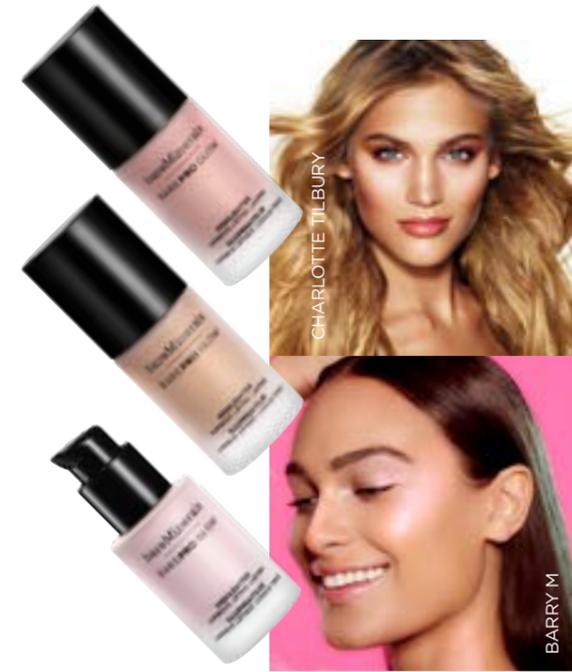


**The original:** Neutral eyeshadow  
**The twist:** Pretty pinks

With the recent launch of Urban Decay’s Naked Cherry Eyeshadow Palette, £42, we’re expecting to see rose-hued eye make-up on the aisle. Forget fuchsia, we’re talking sheer washes of colour.



WORDS BY MELANIE MACLEOD. PHOTOGRAPHS BY NATASHA HURLEY AT WHITE GALLERY LONDON (SAVIN LONDON)



CHARLOTTE TILBURY

**The original:** SHINY CHEEKBONES  
**The twist:** AN ALL-OVER GLOSSY GLOW

“A glowing, lustrous base is always on trend for brides but the key this year is finding that balance of skin that glows as opposed to shines on camera,” says Bare Minerals’ international make-up artist SJ Froom.

“This is one of the easiest make-up trends for brides doing their own wedding make-up. Choose a glitter-free highlighter, such as BareMinerals’ Barepro Glow Highlighter Drops, £23, and mix a drop or two with your chosen foundation for a luminous base.”

BARRY M



**The original:** LIPSTICK  
**The twist:** STAINED LIPS

“Stained lip colour is a popular trend that is just so wearable. Not only does it last, it doesn’t transfer,” says Bobbi Brown Pro artist Amy Conway. “Create the look by taking the shade of your choice and press it into the lips with your finger. Remove any excess with a tissue and press the colour softly in again to build the pigment. Finish by softly setting the lip with a lightly dusted powder brush.”



SAVIN LONDON



INES DI SANTO

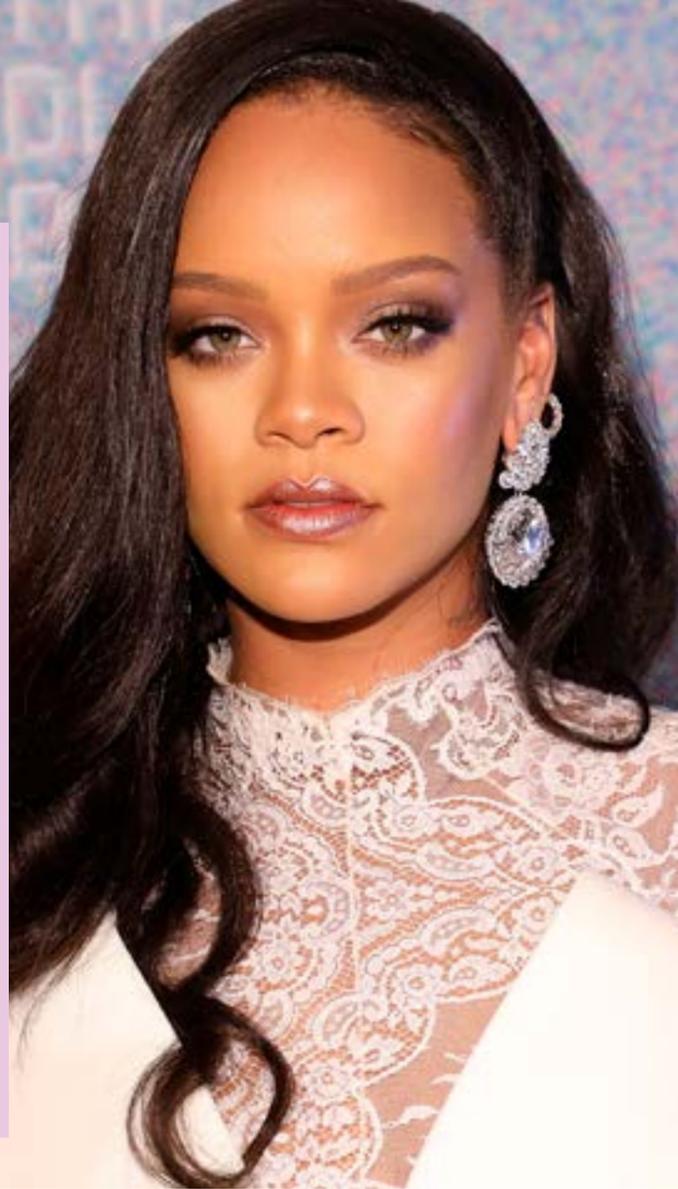
## Looking good

**The original:**  
TOUCHES OF  
GLITTER  
**The twist:**  
ETHEREAL  
SHIMMER

For brides who aren't shy of full-coverage make-up, Rihanna's captivating, all-out glamour is a w-day style we're expecting to see a lot more, especially for winter weddings.

This ultra-sparkly look combines matte foundation, topped off with highlighter on the high-points of the face, creating a subtle champagne shimmer, before applying a silvery glitter over the tops and on the lids, for light-reflecting glimmer – imagine how stunning this look will be glittering on the dance floor!

The eyes are a key focal point for this look. "Apply super-fine shimmer along the middle of the lid to make your eyes look brighter and bigger," says Nars' lead artist Lenny Royal. "Next, apply mascara; if you want to keep the look soft and ethereal, don't add eyeliner."



ALISON WEBB



ALISON WEBB



BERTA

**The original:**  
TIARAS  
**The twist:**  
HAIRBANDS

No longer solely the domain of school girls, Alice bands are a gorgeous accessory choice for brides wanting to add a little something extra to their wedding hair. While tiaras can look sensational (Meghan, Duchess of Sussex, we're looking at you), they're a little too much for others, so a twinkling hairband is a happy medium.

**The original:**  
HAIR VINES  
**The twist:**  
CIRCULAR  
ACCESSORIES

Embrace your inner angel with halo-inspired hair accessories. This season will see circle shaped accessories delicately placed on the back of the head for a heaven-sent style.



MORILEE



MORILEE

MORILEE

**The original:**  
INTRICATE BRAIDS  
**The twist:**  
LOOSE PLAITS

We've been obsessed with flawlessly styled braids for as long as we can remember, but imperfect plaits are set to take centre stage in 2019. Think loose tendrils and lightly tousled sections and you'll be along the right lines.



SAVIN LONDON



CHARLOTTE TILBURY

**The original:**  
CREAM BLUSHER  
**The twist:**  
A LIQUID FLUSH

There's a new way to achieve the blushing bride look this year, as Lenny explains: "Apply plenty of liquid blusher underneath your foundation to make you look flushed and glowing from within," he says. "This keeps your complexion looking natural."



DAVID'S BRIDAL

**The original:**  
WINGED EYELINER  
**The twist:**  
WHISPER WINGS

Whisper wings are a new, softer take on winged eyeliner. While traditional cat eye flicks are strong and striking, whisper wings are subtle and achieved with a pencil, softened with a smudging brush and small buffing movements. Strong liner can be a little harsh when paired with a floaty wedding dress, so this wisp of colour is the perfect option for a more laid-back day.



CHARLOTTE TILBURY



CHLOE MORELLO



GLOSSIER

**The original:**  
CONTOURING  
**The twist:**  
A SUN-KISSED  
SWEEP

"This year, we'll be moving away from the contoured cheekbones and into healthy-looking bronzed skin," says Amy. "This delicate sun-kissed look is achieved by taking a matte bronzer across the cheeks and nose, focusing on the apple of the cheeks as opposed to the cheekbones, then layering a cream highlighter on top to create that candlelight glow."