



The 21st century has witnessed the most glamorous beauty revolution, and 2024 is no exception! From *skinimalism* to bold and bright makeup, glass skin, the revival of the 90s beauty trends, and the rise of eco-friendly cosmetics - beauty trends keep getting hotter and more exciting as the times change. As much as we love to embrace these fresh looks, some trends have had their moment and are now past their prime. While they served us well during their peak, it's time for them to gracefully bow out and make way for the newer ones to take the stage. Here's a list of all our favourite trends, some worth trying, and others worth tossing!

What's Hot?

1. Green Cosmetics:



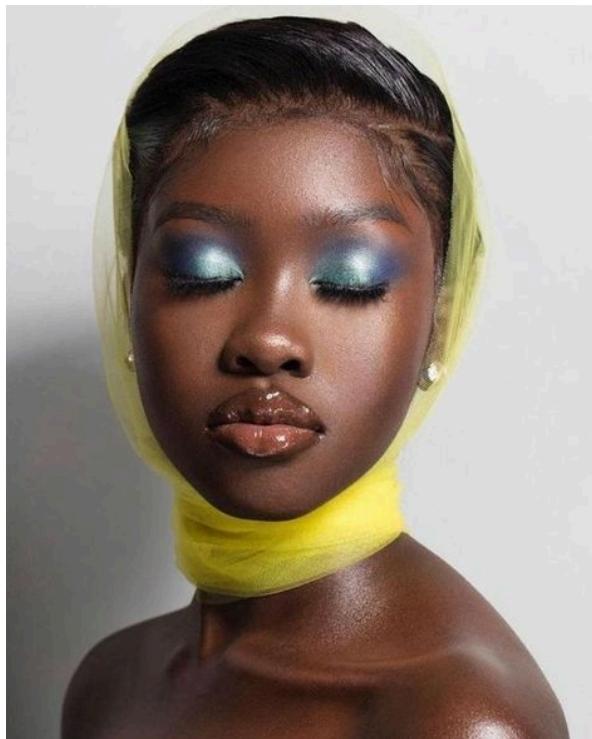
Long gone are the days of chemical-laden products, wasteful packaging and animal-tested cosmetics. The beauty industry is embracing a greener approach and consumers are loving it! 75% of consumers consider sustainability when buying beauty products, and the global natural and organic beauty market is projected to reach \$34.5 billion by 2025! Sustainable and eco-friendly products are all the rage this season and it's more than just because they offer a clean and chic type of beauty. Green cosmetics offer an amazing holistic approach to beauty. They prioritise the well-being of your skin and the environment in general! With endorsements from celebrities like Emma Watson, and Leonardo DiCaprio amongst many others, green cosmetics are the beauty industry's hot take on glamour!

2. Skinalism:



Skinimalism is the new authentic and proof that *Less is More*, even in beauty! This hot trend is a fabulous response to the heavy makeup and artificial aesthetic that once defined beauty standards, and has won the heart of beauty lovers everywhere as. Skinimalism is a beauty trend that focuses on nourishing and enhancing the skin, rather than covering it up with heavy makeup. It is a cost effective and time saving approach to look your authentic self, while pampering your skin every step of the way! Skinimalism also promotes long-term skin health, a sense of self acceptance and an all-round confidence. With *skinimalism*, the era of boldness has just properly begun!

3. Bold and Bright Makeup:



Bold and Bright Makeup is the ultimate power move that stands as one of the hottest trends in 2024! With vibrant eyeshadow, bold lips and daring colour combinations, this trend is all about skyrocketing your confidence and making a statement! This trend draws inspiration from the 80s and 90s, with social media platforms like TikTok and Instagram fueling the momentum. Celebrities and influencers have not been left out on this trailblazing trend, as beauty enthusiasts worldwide emulate bold looks from their favourite icons. This trend allows individuals to express themselves in the most unconventional ways by celebrating individuality and artistic expression. Whether it's a bold red lip or neon eye, bright makeup is here to stay, offering a colourful addition to natural beauty.

4. Glass Skin:



Glass Skin is a top beauty trend inspired by flawless Korean beauty practices. This beauty trend sees you achieving a complexion that is super smooth, flawlessly clear and has a radiant reflection like glass! Here, the focus shifts from makeup to a dedicated skincare routine, as cleansing, exfoliation and moisturising takes the centre stage. Products like lightweight moisturisers and serums also become your trusty companions. The goal is to refine the skin's texture, create a natural glow and fresh face aesthetic. This makeup no makeup look, embodies simplicity and elegance. With its profound popularity with icons and beauty enthusiasts alike, it is definitely one of the hottest trends in the season.

5. Men Grooming



This hot trend is one we're all glad to see finally take place! The era when beauty was exclusively associated with women, and products were tailored only for them, is long gone. Now, men are going beyond the basic grooming routines, and indulging in self care and personal expression through holistic wellness practices. Hair care products, beard styling and skincare routines specifically for men have gained traction in the industry, causing the massive decline we love to see in gender stereotypes. More and more brands are making men the highlight of 2024 beauty's standards, and this show stopping trend shows no sign of slowing down, anytime soon.

While some other hot trends like jelly milk nails, skin streaming, and the exciting revival of 90s makeup have been making waves, there are some '*not so hot trends*' that are *so last year*, and need to be laid to rest. These once-popular trends had their moment, but holding onto them in 2024 might just be a crime against the beauty industry.

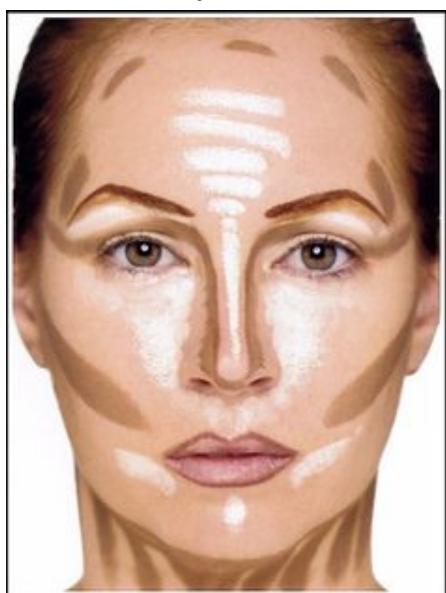
What's Not Hot?

1. Overwashing Skin:



Overwashing has dropped from being a popular trend to a forbidden practice in the beauty journey. What was once widely accepted has now been revealed to do more harm than good to your skin, and beauty lovers everywhere are tossing this trend aside as a thing of the past. Overwashing is an extreme step in skincare routine, and generally unhealthy for the skin. Not only does it strip the skin of its natural oils, it also weakens the skin protective barrier and can disturb your skin's natural pH balance. The act of overwashing is an outdated trend, and beauty lovers are more than happy to keep it that way.

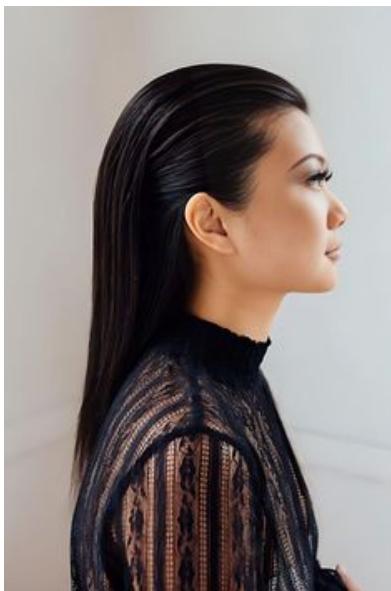
2. Overly Contoured MakeUp:



Simplicity and natural looks are quickly taking over. This means trends that involve doing heavy makeup to make your face look sculpted and artificial are fading off and behind the times. Overly contoured makeup which was a high rise trend in the 2010s has lost its appeal in 2024, due to so many reasons.

This trend promoted an unnatural appearance amongst many other things. It also often creates harsh lines and stark contrasts that defy the whole idea of beauty. Over-contouring also requires a lot of time and effort, as multiple products are used with precise application methods. Indulging in overly contoured makeup everyday proved to be too stressful for a lot of people, and in its place, we are embracing light contouring, undramatic shades and natural beauty.

3. Perfectly Slicked-Back Style:



We grew up with iconic stars like Harry Styles and Zac Effron rocking the perfectly slicked-back style. As much as this hairdo exuded sophistication and elegance, it soon became too common and lost its uniqueness. Over time, popular culture started associating this style with “try hard” and “douchebag” stereotypes, making it quite uncomfortable to indulge in. The perfectly slicked back style also required a high level of maintenance, and now in 2024, everyone is opting for a more relaxed and undone appearance. This trend has become a relic of the past as men and glow getters alike explore new styles and various expressions of beauty.

4. Skinny Jeans



We never thought we would see the end of this fashion staple, and now that it's gone, we are more than happy to close its chapter. The skinny jeans became a trend in the early 2000s, and every now and then, we still find a few individuals rocking it with a tight shirt or silky fit. These tight-fitting pants were a must-own for every fashionista but sooner or later comfort and practicality had to take its place. In the stead of skinny jeans, the beauty industry has given us more comfortable fits like boyfriend jeans, joggers, cargo pants, wide-leg jeans and relaxed-fit jeans amongst a plethora of others. Jorts are even more popular now! These current alternatives offer the aesthetic, comfort and practicality skinny jeans never brought us!

5. Floral Home Decor:



In the past decades, every home seemed incomplete without that touch of a floral decoration. This trend was inspired by English country gardens, and soon became synonymous with warmth, cosiness and traditional elegance. However, with the rise of a new generation, this trend has completely taken a

back seat and made way for more chic and modern designs. Floral home decor became overexposed, and lost its charm. Also, the busy lifestyle that came with the 21st century demanded low maintenance, and calmer spaces. In this era, industrial chic, boho elegance, minimalist accents and neutral colour palette are the hottest home decors!

The one constant truth about trends is that, as incredible as they are, each season ushers in new styles that surpass the old! The older ones must make way for the hottest trends to be discovered and explored fully. Some emerging trends worth looking out for include home beauty devices, age inclusive beauty, concert-inspired makeup and skincare-makeup hybrids! 2024 is that year of natural and flawless beauty, bringing everything authentic to the limelight. As we prepare for what 2025 might have in store for us, it is great advice to treat these current trends with the deserving excitement.

Till next time guys!