

INSTAGRAM MAKE-UP VS. FASHION MAKE-UP

Our World has never seen such a boom in the beauty industry like the one we witness today. It all started off softly, back in the early 2000s. After a decade-long period of "no make-up" make-up, with an occasional grungy eye or brown lipstick, noughties managed to sneakily bring back something that we all have secretly missed: glam. But it was social media, which elevated our beauty obsession to a whole new level. Fast forward to 2021 and it almost feels like social platforms such as Instagram are now promoting certain make-up trends of their own, which makes one wonder: are all of these #motd looks, which we see daily in our feeds, a true representation of today's beauty standards?

Before Instagram even existed, we all used to look for make-up inspiration in fashion magazines, catwalks and print ads. Recreating a celebrity's make-up was equal to flying to Mars: scary and time-consuming. Free online make-up tutorials signified a point of no return for millions of beauty addicts across the Globe. If six years ago we would only go to a make-up store once in a blue moon to pick up certain essentials, today make-up stands for freedom and creativity. With help of social media, we could finally learn the basics of make-up absolutely gratis and felt confident enough to unnerve others by wearing black lipstick during a daytime. It is simply amusing to see how in 21st century make-up has finally made it to our basket of goods, next to bread and butter.

While fashion industry's make-up is still considered highly coveted, unattainable and perplexing - Instagram beauty enthusiasts are only one click away from sharing their make-up techniques with others. What is even better: no professional certification is required. New looks appear online every single day and the next thing you know - everyone else is recreating them. What amplified this phenomenon even further: were all the beauty industry's moguls, who quickly picked up on the hype and began supplying us with more make-up than we could ever handle. Fashion might have inter-seasonal shows; however, Instagram features brand new make-up launches on a daily basis. By the time everyone learned how to contour like Kim Kardashian or wear liquid lipstick like Kylie Jenner, fashion make-up trends somehow dropped off the radar.

If you compare Instagram vs. fashion make-up, you will see a drastic difference. If Instagram heavily relies on filters, lighting and well-stretched arms - professionals, working backstage, have barely a minute to prepare a model's make-up before she hits the podium. This is, more or less, why fashion make-up tends to be quite minimalistic, quick and easy. Controversial as it might be, in 2021 the term "Instagram Make-Up" can sometimes take an offensive form. What looks good on a picture might not get as many "likes" in real life. Even though Instagram make-up is applied with a great precision and is considered attractive, it has a very little chance to be featured on pages of Vogue. Now that A-list fashion make-up artists join social media and don't mind sharing their backstage secrets, it is more obvious just how high-maintenance Instagram make-up has become. This might have something to do

with beauty supply preceding its demand; both women and men feeling liberated enough to wear whatever make-up they desire or maybe even our never-ending strive for perfection.

Despite fashion and social media being so different, there is no right or wrong way to wear make-up. As long as you want to wear it, it is important to remain selective, by choosing only those products or techniques, which work best for you and not a beauty guru or a celebrity you admire. Being minimalistic and still knowing exactly how to enhance your features should be the definition of the modern beauty. You are born unique and in order not to lose your authenticity in this century, so powered by beauty and social media influence, you should be wearing make-up and never let it wear you.

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