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# naked ambition

ONE OF THE MOST WEARABLE LOOKS THIS SEASON IS THE NATURAL LOOK, AND JANE IREDALE'S PERFECTLY NUDE MINERAL MAKEUP COLLECTION IS SET TO SEE BEAUTY FOLLOWERS GOING NUDE FOR A LONG WHILE TO COME.

Jane Iredale hit the runway at Rosemount Australian Fashion Week, setting the trend for nude makeup at Australian designer Sara Phillips's show. The understated look that turned heads was designed by Jane Iredale's National Educator, Celeste David.

'The fresh, natural look for Sara's show was inspired by the palette of our new Perfectly Nude collection,' explains Celeste. 'It was a perfect fit with the soft, sheer, feminine fabrics Sara showed.'

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The Perfectly Nude collection by Jane Iredale embodies this on-trend look, with the versatility to take the look from day to night. It's available as a complete, multi-tasking collection, featuring three lip stain and gloss duos, five eye shadows and a bronzer for \$169. Individually, customers can choose their favourite pieces from the collection to add to their makeup kit.

'We were really excited to show that a mineral makeup range can truly hold its own against any of the leading cosmetic houses,' says Celeste of their stunning outcomes on the runway. 'We had great feedback not only from guests at the show but also from the all-important beauty media. Not to mention the most informed judges – the actual models who wore the makeup!'

## Get the look

The look was slightly different on each of the 20 models, using a mix of two different foundations for a sheer to semi-matte finish. The colours were based around pink and cappuccino shades, with the natural lip colour slightly enhanced using Lip Fixation in Craving.

Lip Fixation, \$56, does double beauty-duty with two products in one – a lip stain and gloss in complementary colours handpicked for the season. Choose between long-lasting luxe shades Desire, Fascination and Craving. All are fortified with the natural plumping properties of ginger root extract and the moisturising power of avocado oil.

The Perfectly Nude Eye Shadow Kit, \$100, offers a bewitching palette of five shades that will draw attention to the eyes – available in Cream, Foxy, Cappuccino, Antique Gold and Copper, which can be custom-combined by you for your own bright-eyed spring look.

The new So-Bronze mineral bronzer, \$86, is a must for a sun-kissed glow. A blessing for every complexion, Celeste says the warm chocolate bronze and pink highlighter can be mixed together or used separately for an exquisite hint of sunny shimmer. 'The peachy-pink moon of 24 karat gold shimmer adds a wonderful pop of colour that can be used on the apple of the cheek, as a highlighter or even on the eyes,' she explains.

As with all Jane Iredale makeup, the Perfectly Nude collection takes a 'skin care first' approach, featuring pure mineral makeup products. Jane Iredale believe that the most beautiful cosmetic you can wear is healthy skin and for this reason everything developed is a true extension of skincare. It's time to bare all!