

# FRESH SUMMER STYLE

*by Zach Glielmi*

*Have you ever thought about why “fresh off the beach” is so sexy? Well, the surroundings help. An ocean breeze, the warm sun... But the real you is also being showcased. Something raw and adventurous comes to mind.*

*This fresh look is what we are seeing in summer trends. Not only out on the streets, but also on the runways of designers Marni and Proenza Schouler. The natural textured and slicked back hair that they feature is very reminiscent of a day at the beach. Glowing healthy skin paired with the occasional pop of lip color will help you to achieve this look – the most stylish one of the summer.*

*Remember to play with the natural texture of your hair when trying this look. Whether your hair is curly or straight, R and Co is a line of products that will help you achieve your desired look. Their product Rockaway is a sea salt spray that will not only add volume and enhance your hair’s texture, but will leave you feeling fresh with its beautiful aroma. R and Co’s Tinsel Smoothing Oil will also help smooth and moisturize your hair, leaving you with great shine. Finally, make sure to stay moisturized and protect your skin from the sun this summer. Whether you are bronzed or porcelain, healthy skin is always beautiful.*



*We asked makeup artist Lillian Fogel what her favorite products and tips are for creating this summer look:*

**Brows:**

*Fogel prefers MAC's Brow set. It is a brush-on gel that strokes brows into shape with no flaking. She loves to work the product through the brow for a more natural look and recommends using it on its own for full brows, but to use a pencil or brow powder first for finer brows.*



**Lashes:**

*To enhance your lashes, Fogel prefers the Utowa Eyelash Curler. The curler needs to only be squeezed and released once to create a beautiful curled lash that opens the eye.*

**Lips:**

*For lips, Fogel uses Tom Ford lip color which has a beautiful creamy texture that applies so smoothly. She chose Tom Ford's lip color in True Coral for model Alex, though there are so many more beautiful vibrant pigments in the line to choose from.*

*To finish the look, our pick for a summer fragrance comes from CB I Hate Perfume, titled: "At the Beach 1966." The name doesn't lie. Once you experience this scent, it will take you straight to the beach and everyone around you will feel the same. Coppertone oil is the base of this scent, so you will feel as though you stepped right off the beach and onto the boardwalk to soak up the summer sun.*



*Product List and Pricing:*

- 1. RandCo: Rockaway \$25*
- 2. RandCo: Tinsel \$24*
- 3. CB I Hate Perfume: At the Beach 1966 30ml \$55*
- 4. MAC Brow Set: Clear \$17*
- 5. MAC Teddy Eye: Kohl \$16*
- 6. Utowa Eyelash Curler: \$22 and only available at [VIOLETGREY.COM](http://VIOLETGREY.COM)*
- 7. Tom Ford Lip Color: True Coral \$50*

*Photographer: Priscilla Urrutia*