

Make Over



TRACEY GRAMM

Occupation: *Graphic Designer*

A small business owner, Tracey's time is tied up between her business and family engagements. "Often I don't have the time to think about make-up. I'm used to keeping it limited to a

simple black outline of my lower lid, which just looks boring; my hair completely hides my face; I want a feminine style [with] some colour that would [both] reflect my personality and be appropriate for business," Tracey says.

On our last month's issue, Tracey rediscovered her sense of style; she learnt which colours are best suited to her, what her body type is, and how she can dress appropriately for her shape. She also learnt how to accessorize and how to bring focus to those areas of her body that she felt most proud of.

STRATEGY

Tracey's new makeover journey included skin treatments, hair and make-up.

Iris from The Lounge Hair Studio gave Tracey a completely new look. Her hair needed to be professional, but the style had to be current with that element of surprise, in order to reflect Tracey's personality and creativity. To add definition to Tracey's hair, Iris added a dark colour as the base, then applied a blue-toned semi permanent colour in panels to colour the top of Tracey's hair.

"When meeting with a client, she can cover the blue strands, however, [on] the weekend, she has the option of exposing more of the blue tones in her hair, for a more funky look," says Iris.

"Our cut is based on a long bob shape; the basic shape [is created] in the hair before drying, and then [the cut is detailed] for a more personal finish," she says.



"Tracey's hair has been textured and layered through to soften the shape, and the old bangs have been transformed into a sexy flow, which makes her new hairstyle demand a second look.

Tracey's treatment facial was customized to address her skin condition and concerns. "She has sensitive, reactive and acne-prone skin with scarring and active inflammation. The goal was to reduce inflammation, adjust the skin's PH balance to stimulate moisture, help heal the skin and encourage new cell production," says Joy Stewart of Touch of Joy Esthetics.

The first step in treating Tracey's skin was cleansing and purifying, which involved extractions of blackheads, whiteheads and active pimples. The second stage included microdermabrasion and peel, which included de-crusting and deep peels on problem areas.

The last step, whitening and hydration, involved a detox massage followed closely by whitening/brightening mask and a moisture quench mask.

I wanted to keep Tracey's look fresh and natural, with the make-up emphasizing her lips. I used cool foundation and powder to even out her skin tone. After tweezing her brows, I used a dark brow pencil to give them shape and a defined, polished look. For the eyes, I started with a light neutral colour as a wash over the entire eyelid. I didn't want to use dark eyeliner or too much colour on her eyes, because that would make her eyes look smaller. Instead, I used a blue eyeshadow for both shading and lining enough to bring out her eyes. Mascara was applied only to the top lashes as applying to the lower lashes often smudges and can also create an unflattering shadow under the eyes. Using a dome shaped brush, I applied a cool blush to enhance Tracey's cheekbones. Dark lip-gloss completed the look by drawing the attention to Tracey's sexy lips.

The result? A beautiful, stylish and confident Tracey, who is now ready to conquer the world. "What a difference, not only in terms of my appearance, but also in terms of how I look at myself? I have so much more confidence now," she says. "My skin hasn't been this clear in 20 years! I also have a new appreciation for design in terms of coordinating clothing pieces and in putting together an outfit that reflects my mood or personality. And shopping is so much more fun now," she adds.

Special thanks to Iris from The Lounge Hair Studio and Joy Stewart from Touch of Joy Esthetics for contributing to Tracey's new look. Outfit, shoes and evening bag for this column provided by JOSEF and Town Shoes at Metrotown in Burnaby. Photos taken by Kyran Kanavaros, www.klikphotographic.com. Want a new look? E-mail us at makeover@viewmagazine.ca. Produced by image consultant Denisa Nica www.dnimageconsulting.com

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