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THE INFLUENCER

TOM PECHEUX ON Statement Lips

THE LEGENDARY MAKEUP ARTIST CREATES A CONTRAST AGAINST BARE, RADIANT SKIN FOR A MODERN TAKE ON GLAMOUR

"I'VE NEVER MET ANYONE WHO doesn't look good in red lipstick," says Tom Pecheux. The industry vet, who travels the world as global beauty director for YSL Beauté and designs looks for shows like Derek Lam and Max Mara, also knows the color's allure: "Red lips give you what I'll call a higher attitude. They make you feel sophisticated."

Born in Burgundy, Pecheux moved to Paris at 17 to become a pastry chef. But he soon lost interest ("I didn't want to work behind a kitchen wall") and grew captivated by the city's after-hours scene. "I met the most incredible night creatures—colorful people who wore bright makeup and dyed their hair colors I'd never seen," Pecheux says. Inspired, he enrolled in

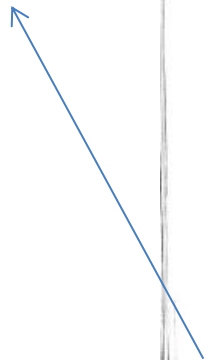
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a local beauty school. After graduation, he prepped aspiring models for test shoots. "My job was to make them look as cute and charming as possible so they'd get booked," says Pecheux, whose cheeky charisma has helped make him a favorite among today's top models. He networked with stylists and began creating looks for editorial shoots, but meeting fashion editor Carine Roitfeld in the late '80s changed his career. She introduced him to Gucci designer Tom Ford, and the trio collaborated on ad campaigns that became synonymous with the provocative, hyper-sexy style of the early '90s. Pecheux has been defining "sexy" ever since. In 2000, he sent models down the Prada runway with bare faces and bold, matte red lips. "The beauty world went crazy over it, because everyone was used to seeing red lips with a Marilyn Monroe-like contour and dark brows. It was a very fresh way to wear the shade." Today he likes to pair it with luminous, dewy skin. Look forward to his first color collection for YSL Beauté this fall, which will feature—you guessed it—a stunning scarlet. —DIANNA MAZZONE



STEP 1
For skin that looks dewy, not greasy, Pecheux pats in almond oil, making sure to coat the lips. "Since it absorbs more quickly than balm, you can put color on top right away," he says.

Now Foods Sweet Almond Oil, \$12; thrive market.com.



STEP 2
For skin that looks dewy, not greasy, Pecheux pats in almond oil, making sure to coat the lips. "Since it absorbs more quickly than balm, you can put color on top right away," he says.

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NOW GET THE LOOK

STEP 1
To create an even base, Pecheux applies foundation just where it's needed. This tint gives coverage yet still leaves skin looking fresh.

YSL Touche Éclat All-in-One Glow, \$49; yslbeautyus.com.



STEP 3
"The best red lips have perfect edges," says Pecheux. Use a fine-point brush or slant-tip applicator to define the outline of your mouth before filling with color.

YSL Totouge Couture in Grenat No Rules, \$36; yslbeautyus.com.

