



What's hot

The brands and retro looks helping athleisure to raise its game

'The Agenda

In association with **Westfield**



Skin deep: take inspiration from Isabel Marant's SS18 show at Paris Fashion Week with the no make-up make-up look

18 beauty trends for 2018

The main event

From scents to supplements, new haircuts to nail art, **Rebecca Gonsalves** discovers how to stay top in the style stakes this year

The speed at which the world of beauty moves can be dizzying, with product launches, obscure ingredients and rising social movements all influencing the way we paint our faces and tend to our skin.

And, thanks to the disruptive influence of beauty bloggers, vloggers and Instagrammers, inspiration no longer comes solely from the big beauty

brands, much as we love them. From celebrity beauty lines practically selling out in seconds, to new foundation formulas launching to 25,000 strong waiting lists (The Ordinary, I'm looking at you), 2017 proved that the appetite for new make-up, hair and skin care products is voracious.

And the good news is this year is looking to be just as beautiful. Here are 18 reasons that 2018 is set to look great.

Skin is in

The no make-up make-up look is big for spring, but even those with clear complexions can need help creating an even tone. That's where the new breed of waterweight products comes into their own. MAC, as ever, has all bases covered.

Bronze age

Instagrammable though they may be, unrealistic hair colours (we're talking pastels and



unicorn highlights) are over. Instead ask your colourist for a bit of bronze – marrying the glow of blonde with the richness of brunette, the ombre look is easier to maintain than traditional highlights.

Here comes the sun(care)

The Ordinary launched foundation to a headline-grabbing waitlist in 2017, while beauty influencers were head over heels for the affordable range's skincare products. This year the brand will tackle suncare, details are currently under wraps, but you may as well start queuing now.

Continued on Page 48

Pulse points: Sweet treats

As January draws to a close, forget the self-imposed restrictions and treat yourself with these super sweet desserts. By Lily Pearson

1. Naked Dough

Perfect for those whose favourite part of baking is licking the bowl, Naked Dough is the UK's first cookie dough café. Satisfy your sweet tooth with Hazel's Nuts – a rich nutella and Kinder Bueno flavour. Add M&Ms, popcorn, sprinkles and marshmallows if you're hungry. **Hazel's Nuts, from £3.90**



2. Dunkers & Co

Whether it's fresh fruit, milk chocolate, melted Biscoff or all of the above, you can pimp your cone of Dunkers & Co mini pancakes with a host of mouth-watering toppings. Try marshmallows, blueberries, nuts and caramel for the ultimate indulgence. **Pancakes with sauce and two toppings, from £4.50**



3. Wafflemeister

A good waffle has the potential to improve any bitter winter's day, and Wafflemeister's cream and cookies creation, with mini Oreos whipped cream and your choice of melted white, milk or dark chocolate, is certain to hit your sweet spot. **Cream and cookies liege waffle, from £4**



SPRING/SUMMER 2018 BEAUTY
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Indulge in tastes from all around the world

Whether you're looking for cuisine from Argentina or Italy, Greece or Mexico, you'll find a real feast of foodie favourites on the menu at Westfield London (Shepherd's Bush) and Westfield Stratford City



NAKED DOUGH (WESTFIELD LONDON)

Naked Dough is all about bringing unadulterated, ready-to-eat cookie dough to the masses. Available in seven mouth-watering flavours, including Nak-Ed Sheeran (salted caramel and honeycomb).



TIRAMISU (WESTFIELD STRATFORD CITY)

Choose your favourite flavours and create your own unique tiramisu dessert. Produced with real Italian ingredients, including authentic Italian coffee blends, all made to order.



ERGON (WESTFIELD STRATFORD CITY)

Started as a family business in Thessaloniki, with three generations' worth of experience and the goal of promoting Greek products, Ergon makes traditional foods with the aim of redefining the new Greek cuisine.



CHANGO (WESTFIELD STRATFORD CITY)

High standards, fresh ingredients and a good knowledge allows Chango to produce traditional and authentic, hand-made and oven-baked Argentine empanadas.



BUSABA EATHAI (WESTFIELD LONDON AND WESTFIELD STRATFORD CITY)

Whether wholesome winter warmers, nourishing soups or cleansing salads, there is a healthy option for all. Plus, the menu is 25 per cent vegan and gluten free.



WAHACA (WESTFIELD LONDON AND WESTFIELD STRATFORD CITY)

Enjoy the winter vegetable Sonora salad with avocado, pumpkin seeds, black beans, spelt and Cos lettuce, tossed in a chipotle dressing, served in a tortilla bowl.



WAGAMAMA (WESTFIELD LONDON AND WESTFIELD STRATFORD CITY)

For every "positive juice" sold until 6 March, 25p will be donated to mental health charity Mind, helping to raise awareness of mental health and inspire mindful eating.



GOURMET BURGER KITCHEN (WESTFIELD LONDON AND WESTFIELD STRATFORD CITY)

With cheese, jalapenos, caramelised onions and Terminator sauce, the latest spesh, The Arnie Sarnie, is proving more popular than an action movie box set.

To plan your visit and find out more, visit uk.westfield.com

Westfield

NEW YEAR, NEW JOB

If you fancy a change this year, why not head along to the Westfield Job Show taking place on Tuesday 30 and Wednesday 31 January at Westfield London.

With the expansion of Westfield London coming soon, there are lots of exciting opportunities at the centre itself, as well as thousands of opportunities on offer across its growing number of world-class retailers.

The event runs from 11am-7pm on both days. To find out more email WJjobshow@westfield.com or visit westfield.com/london

Continued from Page 47

Going green

Avocado, the ultimate millennial ingredient has migrated from our brunch plates to our bathroom cabinets. You can make your own face mask, or if you don't fancy a face full of guacamole, look for nourishing avocado oil in moisturisers and eye creams.

Vegan beauty

In 2017 veganism went mainstream. And the plant-based lifestyle doesn't begin and end in the kitchen. If you've been inspired by Veganuary, look to brands such as Hourglass, Josie Maran, Elf and B for cruelty-free and vegan products that work.

Get the gloss

The Nineties trend for gloss-slicked lips is back. If the news has you reflexively trying to unstick strands of hair from your lips, relax. Cult brand Glossier has it covered – well, glossy by name – with a sheer delicate pink tint and no stickiness.

Go naked

The zero-waste trend isn't just impacting the way we buy food and drink, but beauty products too. If you want to reduce your recycling, look to Lush whose "naked" range of solid shampoo, conditioner, deodorant and shower gel helps to keep the planet looking as good as you.

Smelling of roses

"Floral is the biggest fragrance family, in recent years it fell out of favour, however it's now having another moment in the limelight," says Andrea Rickard, head of buying at the Perfume

Shop who predicts Mon Guerlain Florale and Jimmy Choo Blossom, launched next Monday, as big hits.

Hip to hormones

The impact of your cycle on your hair and skin is well known, but how many of us actually pay close enough attention to make the best of it? Thanks to a new focus on hormones and cycle-tracking apps, it's easier than ever to predict a break-out or know when you need to stock up on dry shampoo.

Just Japanese

Just got to grips with the multi-layered routines and weird and wonderful ingredients of Korean skincare? Bad news, Japanese beauty is set to be the focus in 2018. Expect pared-back simplicity and off the charts efficacy.

Top of the chops

Last year saw stars such as Cara Delevingne, right, Kate Hudson and Kristen Stewart experiment with buzz cuts. You'll be relieved to learn that this year's version is a little less extreme, with pixie cuts and blunt crops making a comeback.

Bye bye beads

The Government's ban on microbeads comes into force this summer, so if you haven't already it's time to look for a (gentle) chemical exfoliant or a natural alternative such as the wax beads in REN's Gentle Exfoliating Cleanser.

Fitspo

Working out is a part of London life like never before, and while we've embraced activewear with aplomb, our make-up bags haven't really caught up. Enter

CliniqueFit, a new line of cosmetics and skincare designed for life on the go.

Broad spectrum

Inclusivity is in, and, honestly, should never go out. Opinionated, internet-savvy shoppers are ensuring that brands understand their responsibility to represent diverse race, body type, age and gender in their campaigns. Next step? Ensuring they've got the product offering to match.

Nailing it

The spring/summer catwalk manicures spoke volumes: from logos at Helmut Lang to "dark child", "life force" and "mercy me" at Preen. If you've got something to say, say it with your manicure.

Supplements

There's a big buzz in the beauty world about supplements, with pills, powders and elixirs building beauty from the outside in, rather than just painting over problem areas. Vitamins C and D are a good start.

Welcome wellness

"Wellness is a huge trend with more focus on what we put into our bodies inside and out," says Jane Exon, director of marketing operations at Debenhams. "Skincare brands are adding in powerful natural ingredients to boost the effectiveness of their products. The popular Double Serum by Clarins was reformulated last year with Tumeric to brighten the skin."

Join the glossy posse

The sleek look is hot right now, and a couple of new tools will help you achieve it at home. Afro hair stylist Charlotte Mensah's paddle brush is a great styling tool for taming all hair types, while OUA's Anti-Frizz Sheets are a handy way to rescue a do while out and about.



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1. Studio Waterweight Concealer, £18.50, Mac
2. Lip gloss, £11, Glossier
3. Mattifying moisturiser, £26, Clinique
4. Double Serum age control concentrate, £57-£75, Clarins
5. Gentle Exfoliating Cleanser, £15, Ren
6. Skintuner Brightening Moisturizer, £35, RMK
7. Hair brush, £22, Charlotte Mensah
8. Jimmy Choo Blossom Special Edition, £36, The Perfume Shop
9. Creamy Eye Treatment With Avocado, £34, Kiehl's
10. T'eo solid deodorant, £5.95, Lush



GETTY IMAGES

Leisurely looks: athleisure on the catwalks of, from left, Isabel Marant (and far right), Gucci, Louis Vuitton and Fenty x Puma

Raising its game

The trend With retro brands and old-school styles returning, athleisure is a sporting success, says **Bibby Sowray**

Few trends have woven themselves into the fabric of fashion quite like athleisure (for the uninitiated, that's sportswear worn outside of the traditional sports setting). And there are many theories as to why we've fallen so hard for it.

Perhaps it was the recession and a resulting subconscious need to feel sartorial comfort. Or maybe it was helped along by the "wellness" phenomenon and our collective wish to appear as if we're taking care of our bodies – even if we don't actually exercise.

Whatever the reason, sportswear, in its many iterations, is now a constant on the catwalks and therefore a bigger part of our everyday wardrobes than ever.

Right now it's all about retro sportswear – in particular the styles and brands that last found favour in the Eighties and Nineties. Kappa's much-mocked popper-side track pants, for example, are enjoying a highly unexpected renaissance, and oversized, bold-logoed hoodies and sweatshirts by the likes of Ellesse

are back in abundance. For SS18, Gucci unashamedly showed a full shell-suit in the Eighties colour-combo of turquoise and maroon, complete with crystal embellishment and styled with socks and loafers. Likewise, Isabel Marant.

Louis Vuitton championed the chunky-soled, frankly fugly "dad trainer", worn with silk running shorts, while Rihanna's Fenty x Puma line is practically built on the trend, mixing Nineties sportswear and a pinch of streetwear to create a so-bad-it's-good aesthetic that has proved hugely popular.

Taking it into real life, the key is to select the bits of the trend that work for you, both in the gym and out. Swap your plain tee or sweater for one with a sports brand emblazoned across the chest that would make just as much of a statement when teamed with jeans or a skirt. And switch leggings for looser track pants with colourful stripes down the side that can be worn with a plain cashmere jumper in the office. But why the regression? Like so many recent trends it can be traced back to label-

of-the-moment Vetements. Creative Director Demna Gvasalia has championed the looks that permeated his youth in Soviet Georgia, when clothing was in short supply and sports brands were particularly desirable items.

Don't expect it to go anywhere soon; 2018 sees the launch of Victoria Beckham's first sportswear collection designed in collaboration with Reebok. She even announced it while wearing a pair of Reebok trainers that wouldn't look out of place in a Jane Fonda workout video.



1. Sweatshirt, £55, Urban Outfitters
2. T-shirt, £28, Adidas
3. Cropped hoodie, £70, Champion at Weekday
4. Jogging trousers, £25, Zara
5. Trainers, £79.95, Reebok

Time to refresh your beauty regime

From being more adventurous with make-up to taking better care of your skin, this is how to update your kit for 2018 at Westfield London (Shepherd's Bush) and Westfield Stratford City



Find a foundation that matches your skin tone

Make your base match perfectly with some shade adjusting drops (£10, The Body Shop) – great for either lightening or darkening your current foundation.



can take its toll, so why not give yourself a "glow up" with Charlotte Tilbury's 3-in-1 Multi-Miracle Glow (£45 for 100ml, Charlotte Tilbury*)?



Scrub up

Exfoliating your lips is a smart step to creating a perfect finish, so incorporate Kiko's gentle Lip Scrub (£5.90, Kiko) for a smoother canvas to work with.



Try a statement shadow

A show-stopping eyeshadow has the potential to instantly brighten your look, and Bobbi Brown's new incandescent Luxe Eyeshadow in Chlorophyll (£27, House of Fraser* and John Lewis**) will do just the trick.



Start double cleansing

It's the expert-approved way to thoroughly remove your make-up. Try Dermologica Precleanse (£37 for 150ml, Dermologica), followed by its Special Cleansing Gel (£32 for 250ml) to upgrade your skincare regime.

Sniff out a new signature scent

See in the beginning of 2018 with Gucci's latest fragrance, Bloom (£51.50 for 30ml edp, The Fragrance Shop) – a refreshing and floral scent that's great for a fresh start to the year.



Clean your make-up brushes

Make 2018 the year you start keeping your make-up brushes clean. Estée Lauder's Make-Up Brush Cleaner (£13 for 235ml, Boots) helps clean and condition both natural and synthetic brushes.



Test out a new blush shade

Forget your go-to compact and give Stila's Aqua Glow Watercolour Blush in Water Blossom a try for a sheer pop of colour with a cooling effect. (£20, Marks & Spencer).



Get the glow

Little sun and cold weather



Don't forget your feet

They are an oft-disregarded part of people's beauty regimes, so why not tackle that hard skin with some mint and yi yi ren-infused Dao Foot Balm (£10, Rituals)?

Change up your cat eye

It may be a staple, but the jet black feline flick is due a revamp. NYX Cosmetics' Vivid Brights Liner range (£5.50, NYX** and Boots) is a great way to reinvent a classic look.



Up your lipstick game

Bypass the beauty tutorials and get an ombre lip with just one product: Smashbox's Be Legendary Triple Tone lipstick (£17.50, Smashbox**), which includes three perfectly placed shades to make chic look easy.



Upgrade your setting spray

Setting sprays help make your make-up last longer, and Urban Decay's latest product has a dual purpose: the Pollution Protection Environmental Defense Make-Up Setting Spray (£26, Urban Decay** and Debenhams) contains minerals to help guard skin against free radicals.



Love your locks

Treat your weathered hair to the TLC it needs with



L'Occitane's Repairing Hair Mask (£26 for 200ml, L'Occitane).



Do your own mirror mani at home

With an all-in-one base and top coat, create a chromatic look with Models Own One Night Stand Mirror Manicure (£14.99, Models Own**).



Butter up

Get thinking about summer early and make sure to pamper your skin well before bikini season arrives. MoroccanOil's Body Butter (£16 for 50ml, Indulge Beauty**) is packed with argan oil, shea butter and more.



Use a cream highlight

Switch up your powder highlight for a subtler alternative. This pearly Crème Highlighter (£10, & Other Stories**) is great for helping nail that soft, dewy finish.



*Westfield London (Shepherd's Bush) only
** Westfield Stratford City only

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