

LOVESEEN LASH IN AXEL (\$22) IS ONE OF THE FALSE LASH STYLES CREATED BY FORMER FASHION EXEC JENNA LYONS.

THE MASCARA INDEX

As cheeks, noses, and lips go undercover for the foreseeable future, the eyes take center stage.



INSIDER SECRET FROM @MAKEUPBYOZ

“Here in Atlanta, a lot of the girls like [their lashes] very, very long and very, very full. For perfect fake lashes, cut each lash strip into three parts so they stick closer to your lashline and really stay put.”

—ASMAHAN “OZ” WILSON, MAKEUP ARTIST AND FINALIST ON AMERICAN BEAUTY STAR

In the economic downturn of 2001, Leonard Lauder of the Estée Lauder Companies famously coined the term “Lipstick Index” to explain the unexpected spike in lipstick sales during dark times. Now, the pandemic and the addition of masks to our daily attire has turned the index on its head. Or, rather, pointed it toward a different area of our face: our eyelashes. Mascara and other eye makeup sales are on the rise globally.

And with first-ever mascara launches from brands like Byredo, Anastasia Beverly Hills, Huda Beauty, and Fenty Beauty, as well as new tubes from Gucci, Marc Jacobs Beauty, and Dior, we may as well make the call: Mascara is the new lipstick.

Fortuitously, innovations abound. Pat McGrath Labs’ new Dark Star Mascara offers a custom-carved brush and micropigments suspended in a “gel-crème” formula that volumizes without clumping. Legendary makeup artist McGrath rigorously tested Dark Star backstage at fashion shows for several seasons before it was perfected and ready for public consumption. Then there’s Urban Decay’s new Lash Freak, which features an asymmetrical brush that coats, separates, and lifts lashes, depending on which side you use. Meanwhile, Surratt Beauty did away with bristles entirely for Noir Lash Tint when it launched a metal wand that coats individual lashes by sliding them through thin engraved grooves.

With so little real estate on the face left to play with, is it any wonder that sales of false lashes have also increased during the pandemic? As lash-extension addicts find salon appointments less predictable, more and more women are embracing a DIY approach from the comfort and safety of their bathrooms. One of the most exciting launches in the category comes from an unlikely source: Jenna Lyons. The former J.Crew president and executive creative director is bringing her tailoring prowess to the false lash category with her newest venture, LoveSeen. Codesigned with makeup artist Troi Ollivier, the line includes 10 styles that are designed to work for all eye shapes. There’s even a bespoke tool that makes applying them a breeze. “With lashes, it’s like when you put on a pair of heels: You walk a little differently,” Lyons says. “You can smile with your eyes and love with your eyes; they are such an incredible part of you. We need that form of visual connection.” —SABLE YONG