

BEAUTY, BEAUTY FASHION FRAGRANCE

## Less Makeup, More Sexy? : Milk Makeup's New Line of No-Makeup Makeup

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Last Fashion Week, **Mara Hoffman** asked that her models look like they “had just spent a day hiking in the sun” and **Brother Vellie’s** featured a spectrum of models whose makeup was meant to look “as natural as possible”. It is no wonder then, that when Milk Makeup launched in January of this year its “High concept, low maintenance” objective was embraced by the downtown fashion crowd. A quick glance at their website shows that the company – an offshoot of creative group Milk Studios – is in the business of individuality. Every product is used to tell a model’s unique story. The models come from all walks of life and include trans people, men, and cross-cultural standards of beauty. The Milk aesthetic is a mixture of contemporary clean, a Joan Jett kind of Punk, a 70’s club-kid and 90’s Hip Hop junkie. If Milk were a person, she would be the “it” girl whose style was so unique and so defined that everyone wanted a piece of.



The packaging is as exciting as the makeup inside of it. Lip sticks are shaped like art-school markers and oil blotting sheets are shaped like the kind of accessory a more *herbally* inclined customer would appreciate. The bronzers and cheek stains come in thick bulbous sticks that make application fun and easy. The concealer – which contains coconut oil, ginkgo biloba, aloe, ginseng, and Vitamin E- comes in a tiny package that contains a roller ball and a refillable pot. Inside the darling packages there are colors ranging from matted nudes and electric colors. But, the founders of milk caution users about over doing it. As cofounder Georgie **Greville** mused in a recent interview, “It’s this idea that the less makeup you wear, the sexier you are.”

Milk Makeup is available now in select stores and [online](#).

