

## Ugly makeup, the trend highlighting what's beyond conventional beauty

In 2018, Rosanna Meikle felt like a failure. She was toiling through beauty school, and she hadn't been able to **garner** much attention for her creations online. She was exhausted from the sameness she saw around her, "a sea of beautiful girls, smoky eyes and **plumped** lips", she remembers.

garner 获得; 储存

plump 饱满的; 丰满的

So she decided to try something totally different. One day, she created "a mess". For an assignment, she painted her model with black, aggressive **scribbles**, green cartoonish snakes, blurry orange lips and **spiky, Twiggy-esque** lashes.

scribble 潦草; 乱写

spiky 尖的; 易怒的

twiggy 苗条的

-esque 似...的

Meikle didn't realize it at the time, but she was joining a movement that has been slowly gaining momentum — the ugly makeup revolution, a term coined by the Berlin-based makeup artist and activist Eszter Magyar.

"It's not about ugliness, " Magyar says. "It's about irregularity."

This irregularity goes against what we're accustomed of seeing on social media. Over the past five years, a "selfie face" has emerged: pursed lips, big, wide-open eyes, and feature-enhancing makeup applied just so. Ugly makeup challenges this status quo.

While strangeness can be very sexy, the purpose isn't to be sexy. The purpose is to please the wearer. "To look at something ugly, and realize it unexpectedly pleases you, is a rather precious moment that forces us to reconsider the confines of what we deem necessary for something to be beautiful, " says Julia Lee, a 24-year-old designer who lives in Singapore.

Ugly exists for ugly's sake. It's an **underrated** aesthetic, one that more people should embrace.

underrated 被低估的