

SWA

Michael Ashton | Press Kit



MICHEAL ASHTON

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BIOGRAPHY

New Zealand native Michael Ashton is among a new generation of makeup artists making their mark in contemporary beauty and celebrity culture. As longtime makeup artist to celebrated recording artist Adele, and the current Global Artistry Ambassador for Marc Jacobs Beauty, Michael's work is comprised of iconic album covers, career-defining music videos, and showstopper red carpet moments. His creation of Adele's signature look has won him worldwide acclaim, and positioned him at the vanguard of image-makers emphasizing empowered female beauty. Michael's work is characterized by his remarkable skill, creativity, and precision.

Michael has collaborated with leading photographers including Alasdair McLellan and Rankin, and his editorial clients include Vogue, Vanity Fair, Marie Claire, and Glamour. In addition to Adele, he has worked with some of fashion and entertainment's brightest talent, including Hilary Swank, Amber Heard, Behati Prinsloo, Brit Marling, Daisy Lowe, Lottie Moss, and Lea Michele.

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They say getting ready is half the fun of going out. And if your routine is anything like Lea Michele's for the 2018 Golden Globes, that saying is rooted in the absolute truth.

A few hours before one of the biggest events in Hollywood, the actress and singer invited her talented glam squad over for some bubbly and snacks while they prepped her hair, nails, makeup, and of course, her wardrobe. "When we get ready, we're all just hanging out, and we have the best time together," she exclusively told InStyle. "It was actually really chill and easy. We ordered some food, we popped open a bottle of champagne, and we just hung out. Listened to good music. We talked. For me, I like the getting ready time."

After a morning breakfast with hairstylist Sarah Potempa and a hike, it took a grand total of three hours to complete her red carpet-approved look. Keep scrolling for a behind-the-scenes peek at the process.

1. LET THE GLAM TIME BEGIN

The reason why everyone seems to be having a great time? Michele makes sure her glam time has a killer soundtrack. "On the way to an event I usually listen to Ariana Grande or Demi Lovato—something to make me feel nice and sexy," she told us, "When I was getting ready today we were listening to Demi Lovato. She's great. I love her; she's such a sweet girl."

2. MANI-READY

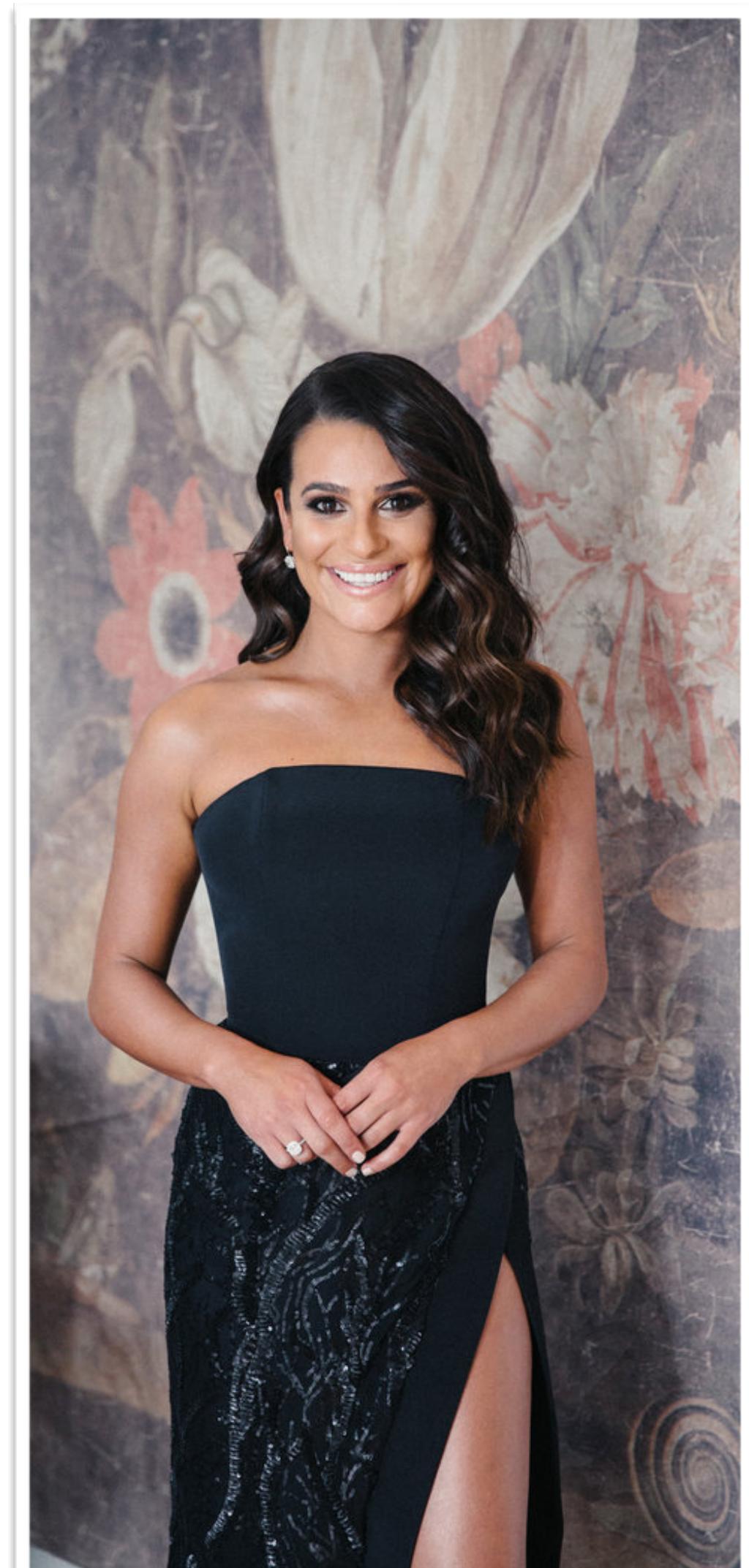
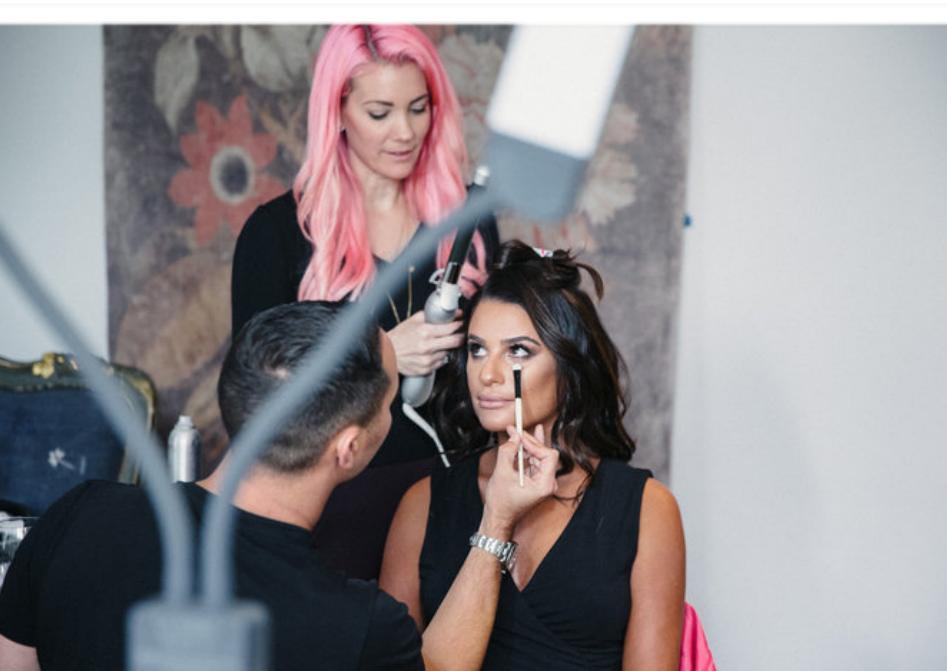
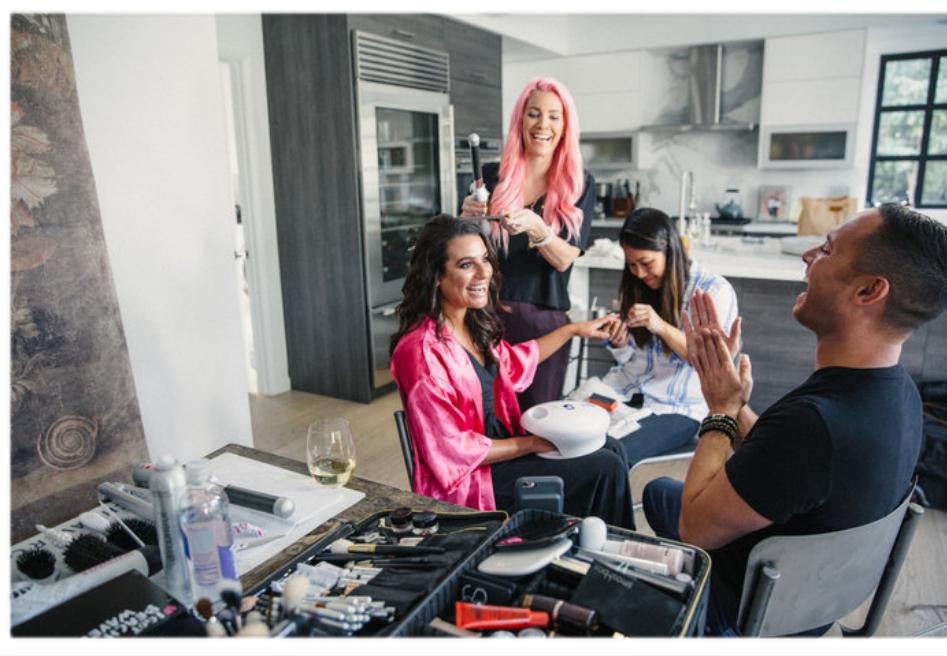
"For me, it's so important for me to have the getting ready time be relaxed, easy, and fun, because if it's too stressful, it's like, why? Why do it? It should just be fun. That's what we did. We were relaxed and had a good time," Michele told us. We agree.

3. THE TOOLS

"He [Michele's makeup artist Michael Ashton] does this effortless makeup where he just takes your natural beauty and just enhances it and I love him," she told us.

4. LET THE GLAM TIME BEGIN

I take pretty good care of my skin," Michele tells us. "I work with Shani Darden. She does my facials and I'm obsessed with her. I have problematic skin and Shani has changed my skin. She's put me on an amazing regime. I use IS Clinical face products and I literally stand by them. I also did an amazing cryofacial with Nurse Jamie. The cold air just firms and tightens your face."



5. THE DRESS

For Michele, the decision to wear black wasn't even a question. "The minute Brad [Goreski] came to the house to style me for the Globes, he said, 'Listen, not a lot of people know about this yet, but because of everything going on, we're all uniting. All the women and men are wearing black, so he was like, I really think you should wear black.' And I was like, not even a question," she said.

"The point is this is our way to show we are united front, and it feels very powerful in here today," she told us. "Just wearing black, even if it's someone that I don't know, I feel connected to them now on such a deeper and stronger level. Luckily, Christian Siriano made this amazing dress and I feel great in it. For many reasons, not just because the dress makes me look beautiful, but because what it stands for."

6. PREVIEWING THE LOOK

How long does it take Michele to get ready? Three hours. "Sarah Potempa, who does my hair and is also my best friend, we had a sleepover last night," she told InStyle. "We woke up this morning had made breakfast. We went for a hike. And then we started getting ready at 12:30 and we finished at 3:30, which is actually a pretty long time."

7. WAVES FOR DAYS

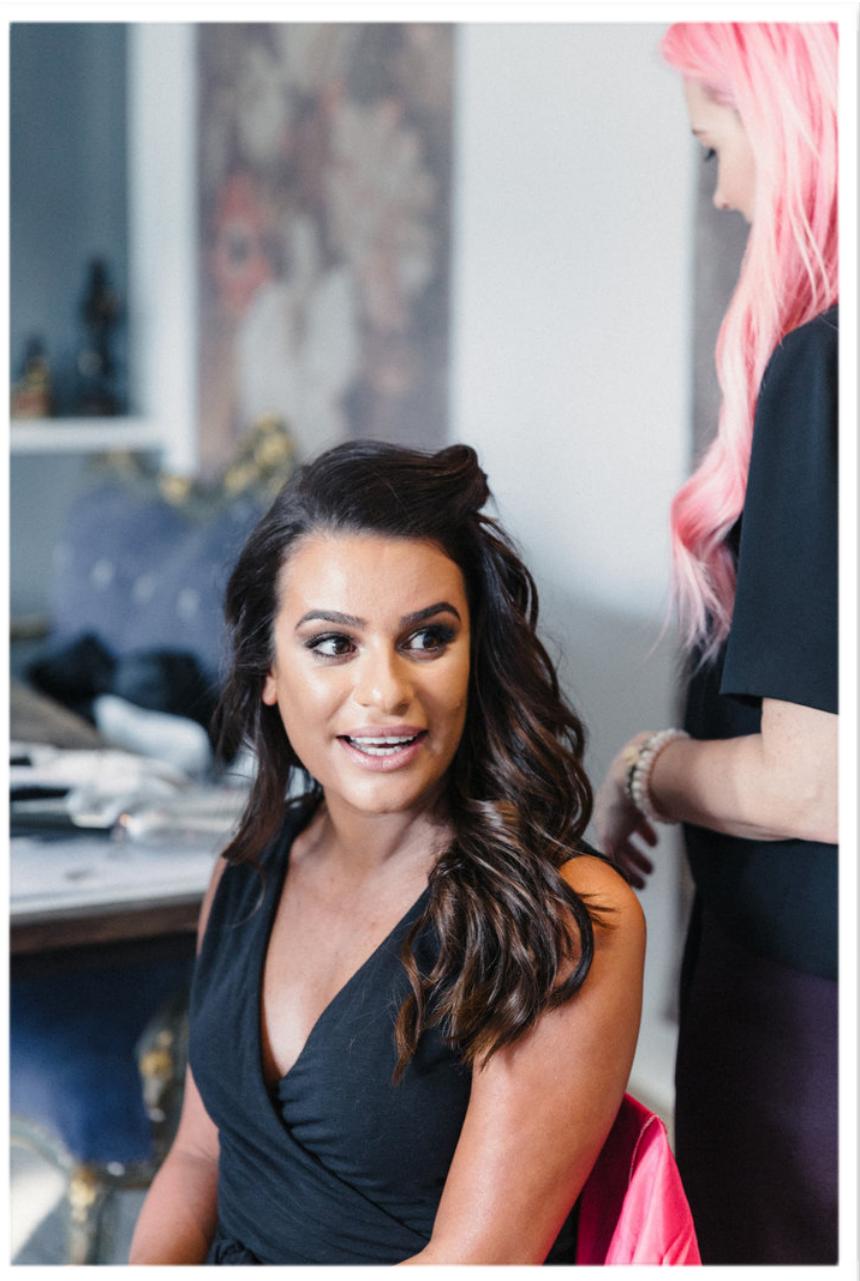
"Usually I like to do a hairstyle that will withstand the test of time," Michele told InStyle about her award show hair strategy. "But I really wanted my hair down tonight. You know what, if it gets messed up or whatever, what are you going to do? So Sarah worked hard to make sure everything would stay in place, but we wanted it to be down and free and very relaxed."

8. THE JEWELS

"I like simple, strong diamonds," Michele told InStyle. Her favorite brand? Harry Winston.

9. THE FINAL LOOK

"It's so nice because we put a lot of time to make this all come together," Michele said about letting us sit in on her getting ready for the Golden Globes. "To take beautiful pictures is just like the cherry on top and really makes the night for me."



Before heading off to Wembley to tend to the face of Adele ahead of her London shows this week, the make-up artist Michael Ashton was at Claridge's to present Marc Jacobs Beauty's latest additions to its hugely impressive line-up (Perfecting Coconut Primer fans, good news: an eye version is on its way).

Ashton is the man behind a look that will surely go down in history in terms of iconic beauty moments: Adele's porcelain skin and the eyeliner that spawned a thousand unsuccessful, smudgy copycats.

It's a look that has become her signature inasmuch as the beehive was fellow North Londoner Amy Winehouse's – but it was never meant to be quite such a big deal.

"Adele's look is one that has evolved organically over time and it's been 10 years now," the make-up artist told Bazaar. "The first time I met her and worked with her, we did eyeliner. Yes it's become bigger, and yes it's changed shape a bit, but the basis of her aesthetic has remained true. It has become a very iconic part of who she is as an artist and as a performer, but it was never a conscious decision to be like 'Let's do this, it will go down in history!' I mean, I don't want to say that it will!"

"I'm fortunate enough to work with an artist who is very talented and credible and is beautiful anyway. She has fantastic bone structure, beautiful skin and great eyes for eye make-up."

Ashton is conflicted as to the concept of having a signature look. "I have two trains of thought on this," he says. "On one hand, I'm all down for it, like having a staple wardrobe. It gives you a classic elegance, if done well. But then I'm also one for saying that people should experiment with their look. You might wake up today feeling like a certain woman, then wake up tomorrow feeling like a different woman and make-up can help you bring out that character. My rule of thumb is to do whatever makes you feel beautiful, and the best version of yourself – and that can change from day to day."

We, of course, couldn't sit down with Ashton without asking him for some tips on mastering eyeliner. He may spend his days beautifying the faces of others, but he's more than qualified to give advice on the struggles the rest of us face when attempting it.

"Because I'm always talking the talk, I felt like I should walk the walk," he says. "People would always say how difficult it is and I used to think 'It's so easy, what are you talking about?' So I thought, I need to practice with the eyeliner so I can see – because when I do it on someone else it's easier. Turns out, it is quite difficult to do it on yourself! But practice makes perfect."

 **michaelashton** 
Brisbane, Queensland, Australia



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10 MONTHS AGO



Mastering the look

"If you're doing it on yourself, start from the outside in," says Ashton. "It makes the hand create a straighter line to the inner corner of the eye. If you go from inside to out, it creates a naturally downward stroke. So do the inner corner first, then move to the outside of the eye and go back to join the lines together, then do your flick."

Marc Jacobs Fineliner Ultra-Skinny Gel Eye Crayon, £19

"I love the Fineliner because it's got that tiny nib so you can really get right into the base of the lash line and extend out and sketch the shape. You can do it in tiny strokes and build it gradually."

"If you make a mistake, get a cotton wool bud (my favourites are from Muji) and dip the end into some Bioderma. If you find the flick is coming a bit too far down, drag it up at a 45-degree angle. As you drag it, it will pull the product up and give you the line you want."

"Everyone does it differently but if I was doing mine every morning, I'd recommend doing each step on both at the same time. So inner corner on the left, inner corner on the right. Mirror what you're doing – it will be easier than completing one eye and going over to the other."

"I always do mascara after liner. The trick when you're applying is to start at the root, wiggle it left to right and almost – it sounds painful but it isn't – push the mascara wand into the waterline. When you push the mascara right into the root of the lash, it creates a more seamless finish."



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@michaelashton #MakeUp by @adele 😺😺😺 Photo Credit : @alexandrawaespi
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15 MONTHS AGO



It takes a certain level of skill to surprise a beauty editor on the subject of makeup or skin care. This is never more obvious than at an industry event to celebrate a product launch. "Did you know that you need to apply body lotion immediately after a shower to adequately moisturize your skin?" a brand rep asks as they kick off a presentation. (Yes, I did.) "Are you aware that sun exposure is the leading cause of visible aging?" (I'm more than aware.) "Did you know that people actually contour their boobs?" (Don't get me started.)

Leave it to Michael Ashton — Adele's makeup artist and winged-eyeliner wizard for a decade — to introduce me to something I'd yet to consider. We were discussing eye-shadow primers when he told me that he likes to dab a little underneath eyes to boost the staying power of under-eye concealers. "Dusting powder on top of concealer can cause creasing," he told me. "Prepping concealer with a primer first does not."

Subsequent Googling showed me that this technique isn't exactly under the radar (Smashbox and e.l.f both sell primers specifically for under-eyes), but since Ashton demonstrated it to me with Marc Jacobs's Coconut Eye Primer, I thought I should be consistent.

Marc Jacobs's primer is a bit like most eye-shadow primers — heavy on silicones — but an injection of coconut oil whisks the texture into a creamy state. The formula is tinted, like a shade of khaki, but as you rub the primer into skin the color fades to translucence. I haven't used an eye cream for some time now (I am very sorry, Linda Wells), but maybe this coconut gizmo is good enough to fulfill the role. After all, it makes my skin feel smooth! And soft! And from the first time I applied it under my concealer, my concealer hasn't creased (or melted) at all.

Using the primer for its intended purpose — on top of eyelids and underneath eye shadow — the story follows a similar narrative. Powder and cream eye shadows won't pill when brushed on top of the primer. My eyelids are oily and hooded, which means eye shadows have an hour-long shelf-life before they settle into my lid's crease. However, this primer hinders shadow-creasing for about six hours — not nothing given the construction of my face.

A dumb little thing that I also love is that the primer vaguely smells of coconut. That it performs the task of curtailing creasing is one thing. That it reminds me of a tasty snack is a luxury all on its own.



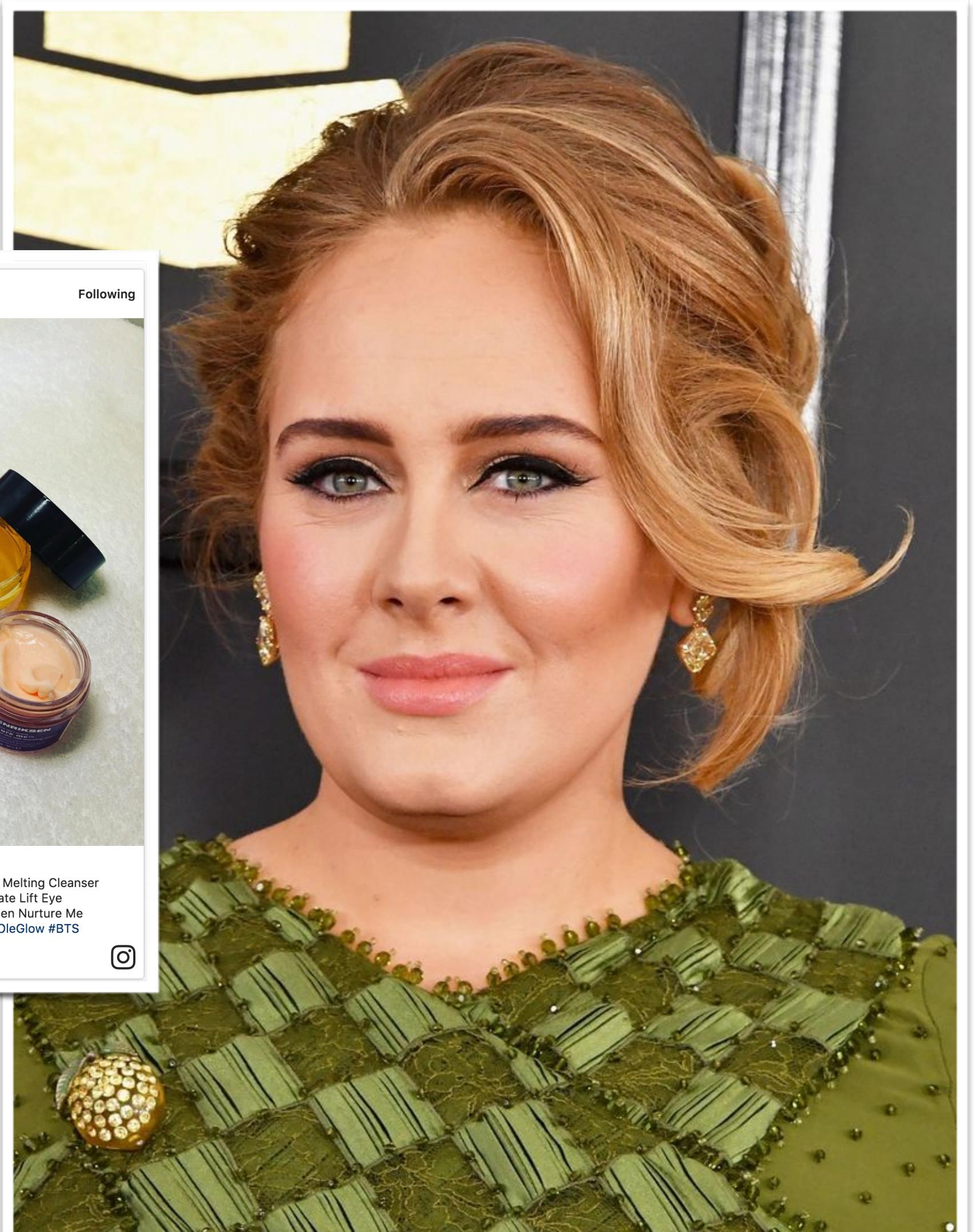
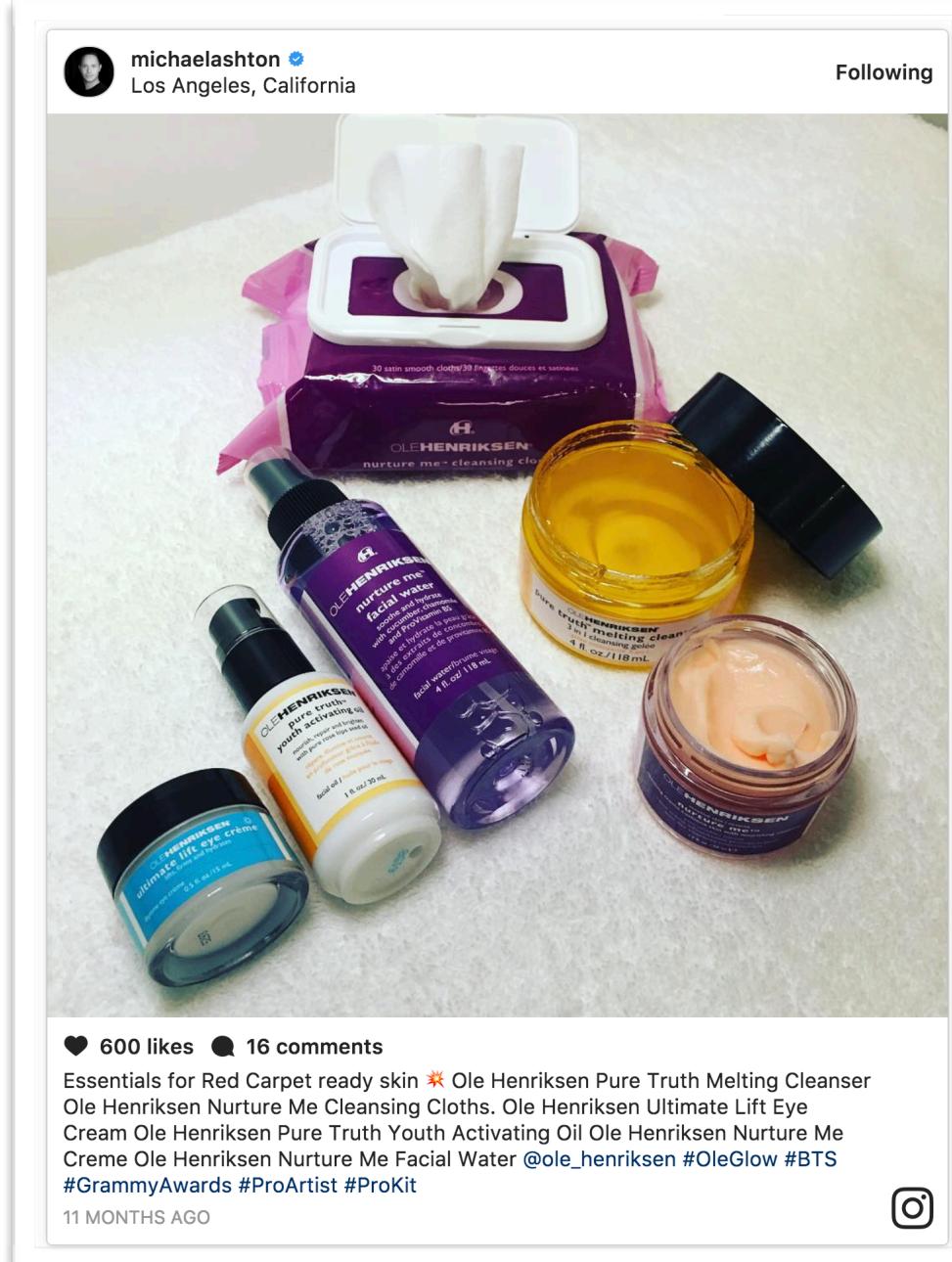
BY KRISTINA RODULFO | 02.12.2017

On top of being a red carpet standout and stealing the show with not one but two performances at the Grammys tonight, Adele's makeup was A+. Her makeup artist, Michael Ashton, prepped her skin with Ole Henriksen and used Marc Jacobs Beauty products to get the classic glam look.

"When it comes to creating Adele's red carpet looks, I like to take references from classic styling, films, and iconic images, then reinterpret them with my own aesthetic," Ashton said, "This gives an end look that is polished and current but also softly elegant and timeless."

Here, a step by step guide:

1. To even skin texture, prep with Ole Henriksen Truth Vitamin C Youth Activating Oil and Nurture Me Crème. Then, press Marc Jacobs Beauty Under(Cover) Perfecting Coconut Face Primer into the face to hydrate.
2. For your base, apply Marc Jacobs Beauty Genius Gel Super-Charged Oil-Free Foundation (Adele's shade is 26 Bisque Medium)
3. Apply Remedy Concealer Pen in 2 Wake-Up Call to the under eye area, T-Zone, and high planes of the face. Then, add depth with the #InstaMarc Light Filtering Contour Powder in Dream Filter 20 under the cheekbones and around the hairline.
4. Groom the brows using Brow Tamer Grooming Gel, then fill in with a combo of Brow Wow Longwear Defining Eyebrow Pencil in Taupe 2 and Ashbrown 4.
5. Swipe Twinkle Pop Stick Eyeshadow in Volver 402 across the eyelid then contour the socket with Style Eye Con No 7 Plush Eyeshadow Palette in Lolita 206.
6. For the cat eye, start from the inner corner of the eye and extend toward the outer corner using Magic Marc'er Precision Pen Waterproof Liquid Eyeliner in Blaquer. Finish the top and bottom lashes with Velvet Noir Major Volume Mascara.
7. Fill the lip with Le Marc Liquid Crème in Slow Burn 458 and Fawn Over Me 452.



Michael Ashton, make-up ambassador for Marc Jacobs Beauty, has been Adele's make-up artist for over 10 years. Responsible for THAT feline flick, admired and copied the globe over, we asked Michael to show us the secret to creating Adele's signature eye. And you'll be surprised to know it's actually pretty simple. Here's what we learned.

"Eyeliner suits EVERYONE"

Michael explained it's simply a matter of being aware of your eye shape. If you're lucky enough to have space between your eyelashes and your brow bone, like Adele, follow your natural lash line with a gel-like pencil (Michael likes to use Marc Jacobs Highliner Gel Crayon in Blacquer) to sketch out a line from the inner corner of your eye to the outer corner.

"Use a fine pencil"

Roughly 2mm thick to be exact. Use this to draw the initial line, and then go over with a black liquid liner, for blacker than black impact. Michael's insider tip? "Turn the liquid liner's tip so that it sits horizontally on your lash line and gently press over the top of the pencil line, joining the liquid liner up to create an opaque, fluid line."

"Know your angles"

Once you reach the outer corner of your lash line, drag the line out and up at a 45 degree angle towards the outer edge of your eyebrow. Then use a superfine tipped cotton bud (Michael gets his from Muji) to blend the edge of the liner so that the point disappears.

"Adapt it to suit you"

For example, if your eyes are more hooded, just use a pencil (skip the liquid liner stage) and invert the line so that it sits inside your water line and pull the line out at the same angle, ensuring you join the two lines up.



BY ALANAH JOSEPH | 09.22.2017

After a year and a half of touring with Adele, celebrity makeup artist and hairstylist Michael Ashton can complete her glamorous hair and makeup in less than two hours.

That may seem like a lot of time relative to your every day routine, but for the stage, that's remarkable. Beyond efficient, the New Zealand native has also helped the songstress create an iconic look.

"It's the classic feline flick that has become iconic as far her beauty look," he said on E! News' Freestyle series on Facebook. "I love it for its reference to old school Hollywood. But, it's really wearable for every day in real life. And, once you know the steps, it's very easy."

Demonstrating Freestyle co-host Vanessa Grimaldi, the beauty pro walked us through the application of eye shadow, eyeliner, mascara, contour and blush. The result: a high-shine, glitz look that borders that is glamorous, but not too overbearing to wear to work or school.



CREAM EYESHADOW

"In the essence of time, I like a cream shadow that has pigment in it and that will enhance the shadow when you put it on top," the celebrity makeup artist told E! News. "The creamy formula is super workable. I just blend with my finger. It gives you a great base that's easy to apply."

Marc Jacobs Beauty Twinkle Pop Stick Eyeshadow, \$28



EYESHADOW

To recreate Adele's iconic look, the beauty pro mixed "The Most" and "Known For" from this Marc Jacobs palette for a glam, yet neutral eye. "I like to apply in circular motions and buff it. When you do that, it gives you that expensive, high shine finish," he noted. "When I'm doing the classic feline flick, I like to keep the base color clean and bright. If you do a darker shade, it takes you more into the smoky eye. For this look, it's all about the liner and the lashes."

Marc Jacobs Beauty Eye-Conic Longwear Eyeshadow Palette Glamblition 720, \$49



EYELINER

His dramatic eyeliner comes courtesy of Marc Jacobs Beauty Fineliner Ultra-Skinny Gel Eye Crayon (\$24) and Magic Marc'er Liquid Eyeliner (\$30). The gel liner in the form of a pencil makes it easier to get into the corner. If you're aren't as comfortable with eyeliner, Michael has a tip for you: "If you're at home, it's easier to go from the outside in. It doesn't matter if you're 16 or 45, everyone has a little bit of creepiness," he said pointing to the creases on the outside of the eye.

BY ALANAH JOSEPH | 09.22.2017



CORRECTOR

Make a mess? No problem. The beauty pro suggests starting with eye makeup, then moving on to concealer and foundation, so it won't be hard to fix. For small touchups on the eyeliner, the beauty adds micellar water to a pointed cotton swab, or places a face wipe over the swab, holding the tool at a 45 degree angle.

Bioderma Sensibio H2O, \$6.90



CONTOUR

"Adele has incredible bone structure," the beauty pro told us. "People often think there's a lot of contour there, but there really isn't. It's the placement of where you put it, so that the play of light that you get plays to your advantage." The pro demonstrated on the model, and noted the tool that makes it easier: "This is nice angled brush. You can really get it under the cheek bone. Work in a circular motion so you blend, then bring it up around the hairline....I always like to put a little under the jaw line and down the neck."

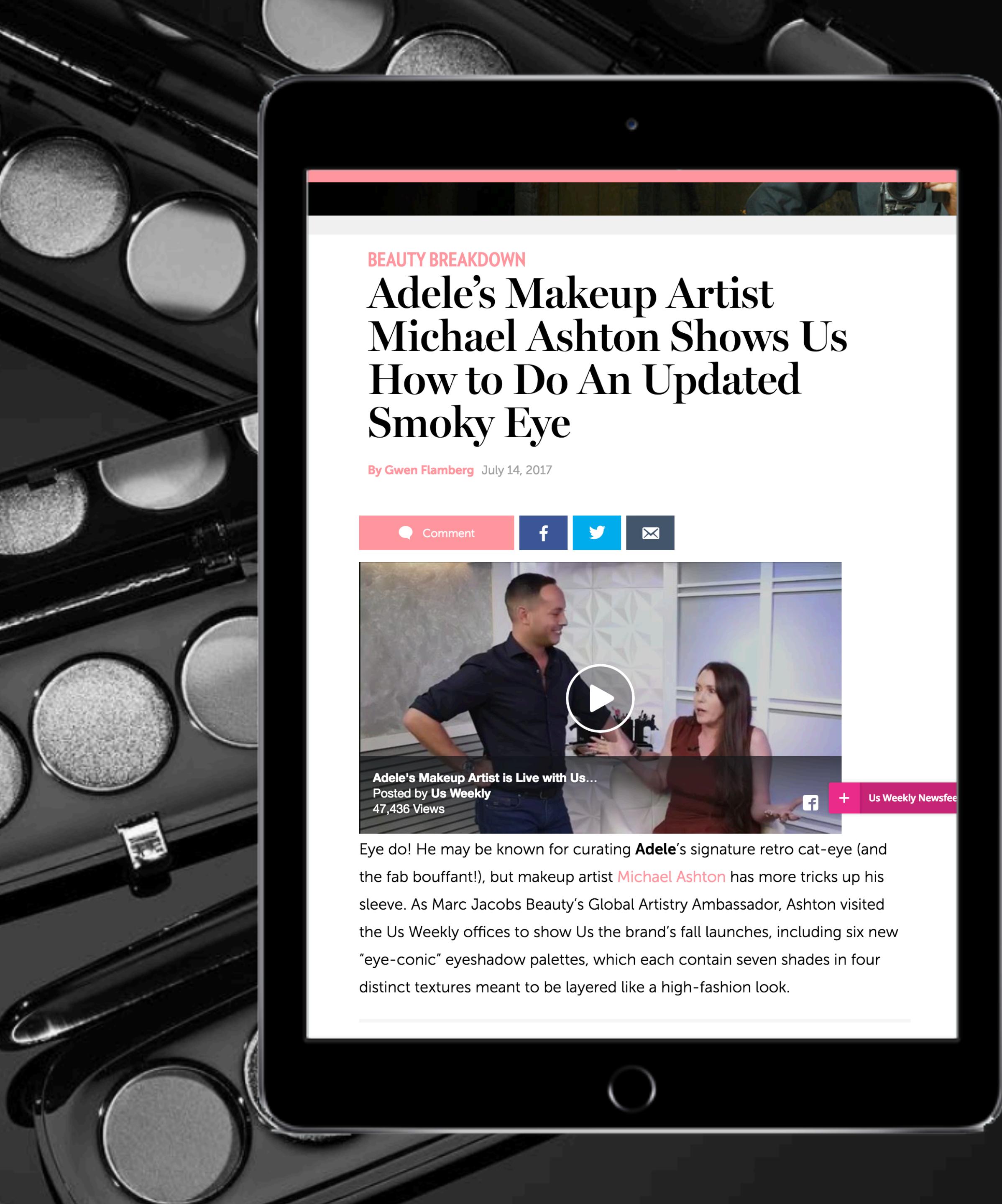
MAC 168 Large Angled Contour Brush, Now \$29.75



LESSONS LEARNED

The beauty professional has been doing makeup since he was a child. "I taught myself makeup," he told us with pride. "I learned a lot from Kevyn Aucoin's book *Making Faces*. It really is the holy grail of makeup artistry. He was the original that put contouring on the map." For this artist, the book allowed him to understand which features to emphasize on each client. "It's about making a woman feel like that best version of herself," he said.

"*Making Faces*" by Kevyn Aucoin, \$21.99



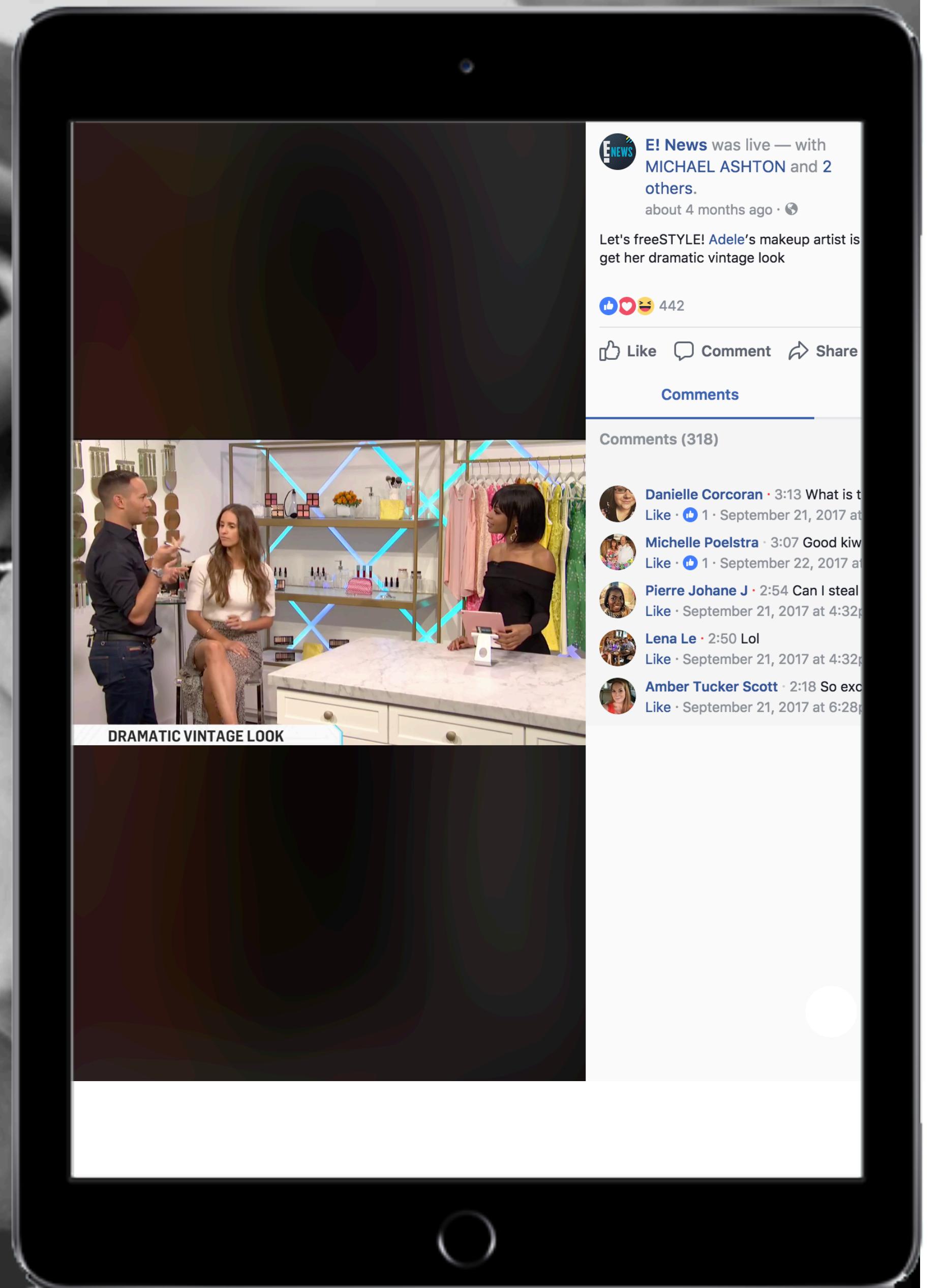
ON-CAMERA



ADELE'S MAKEUP ARTIST MICHAEL ASHTON SHOWS US HOW TO DO AN UPDATED SMOKY EYE

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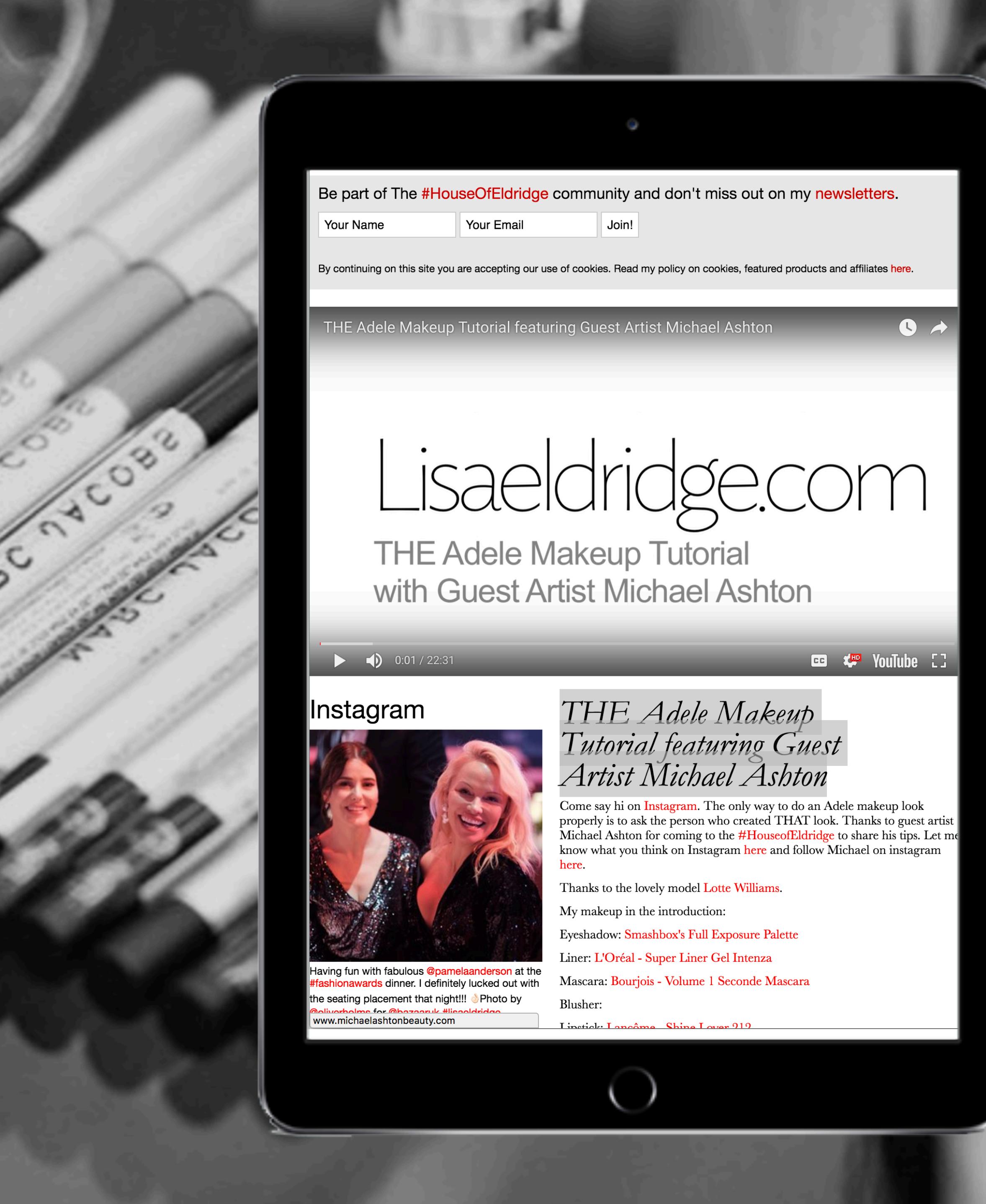
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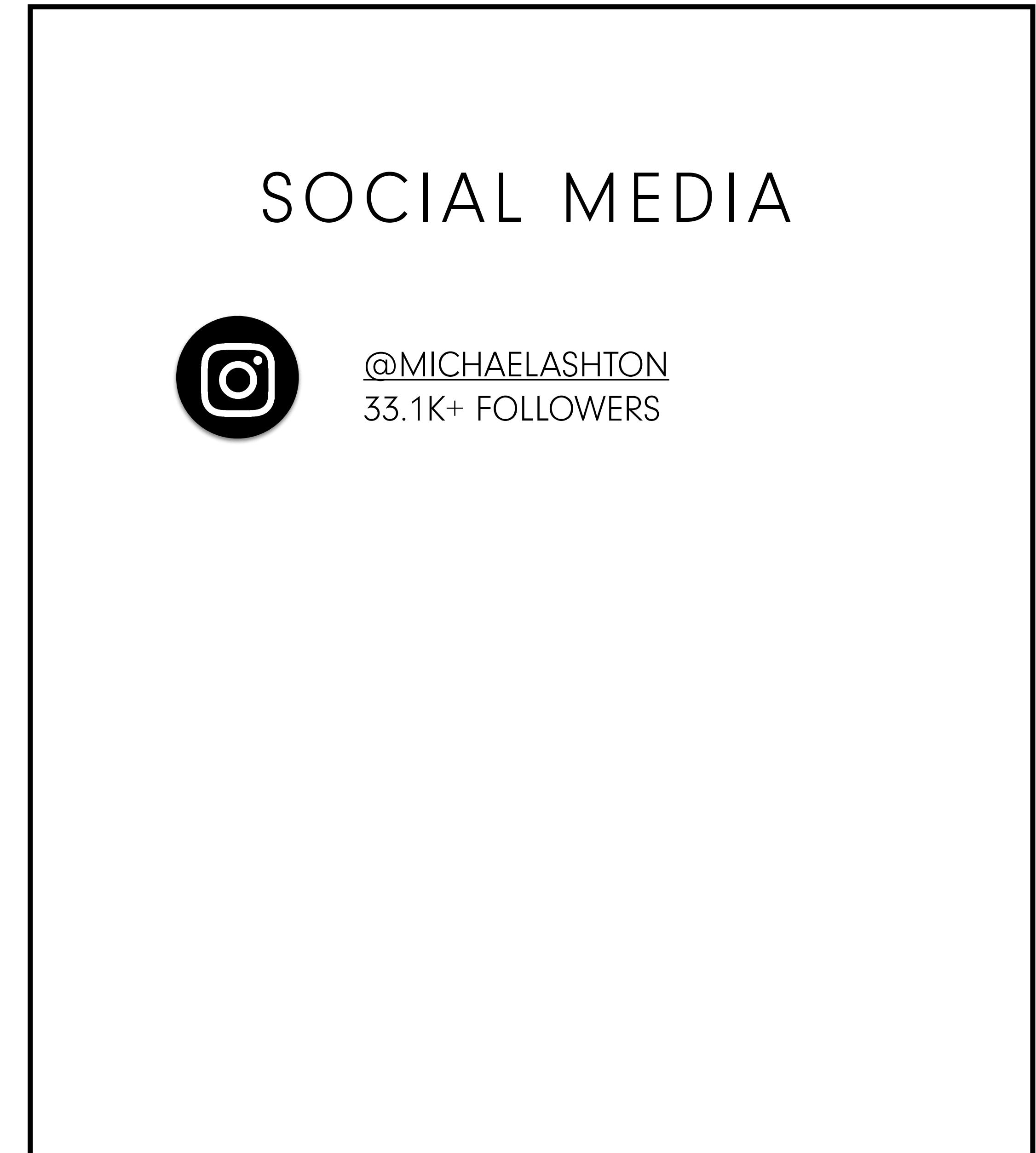
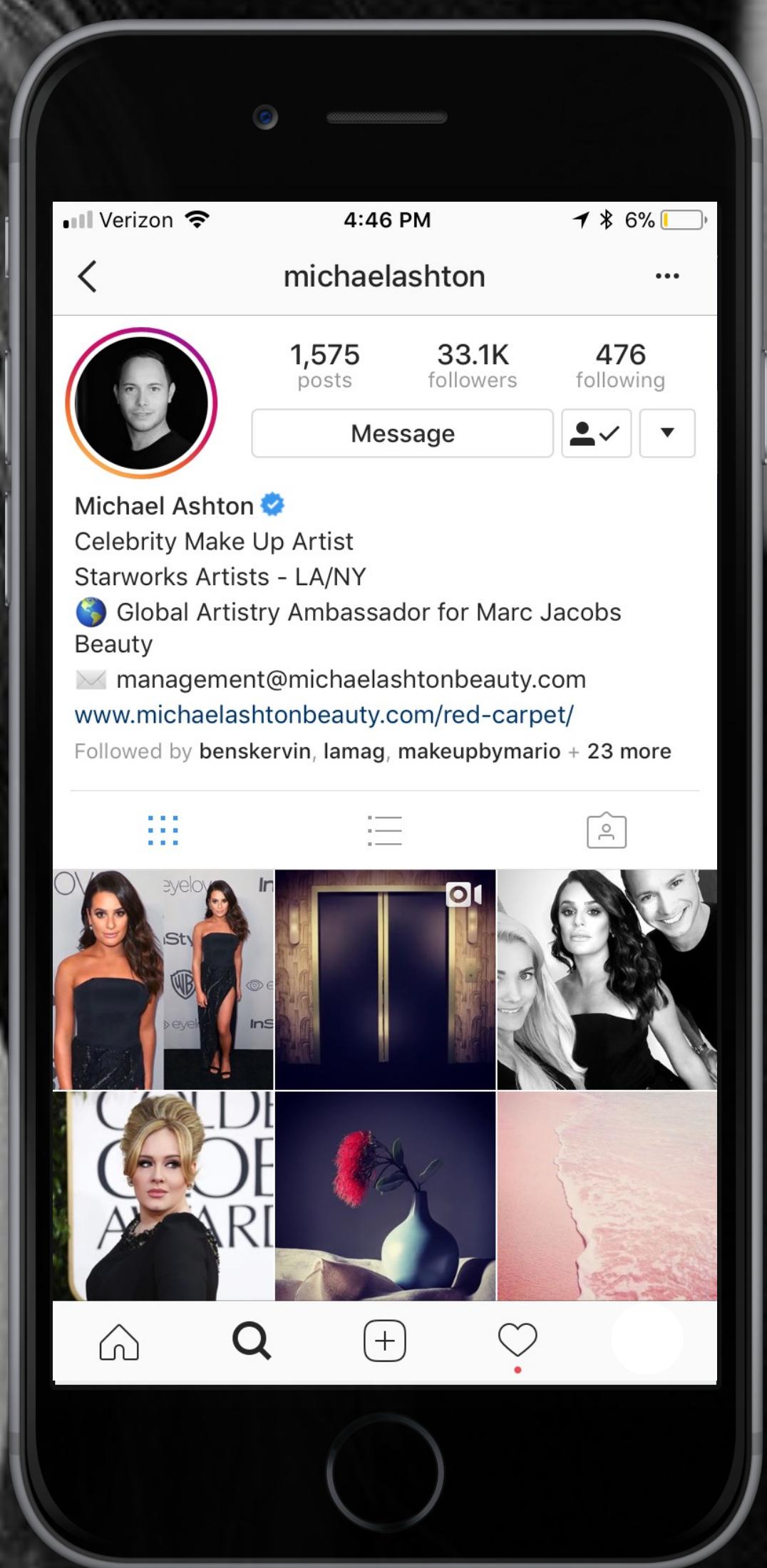
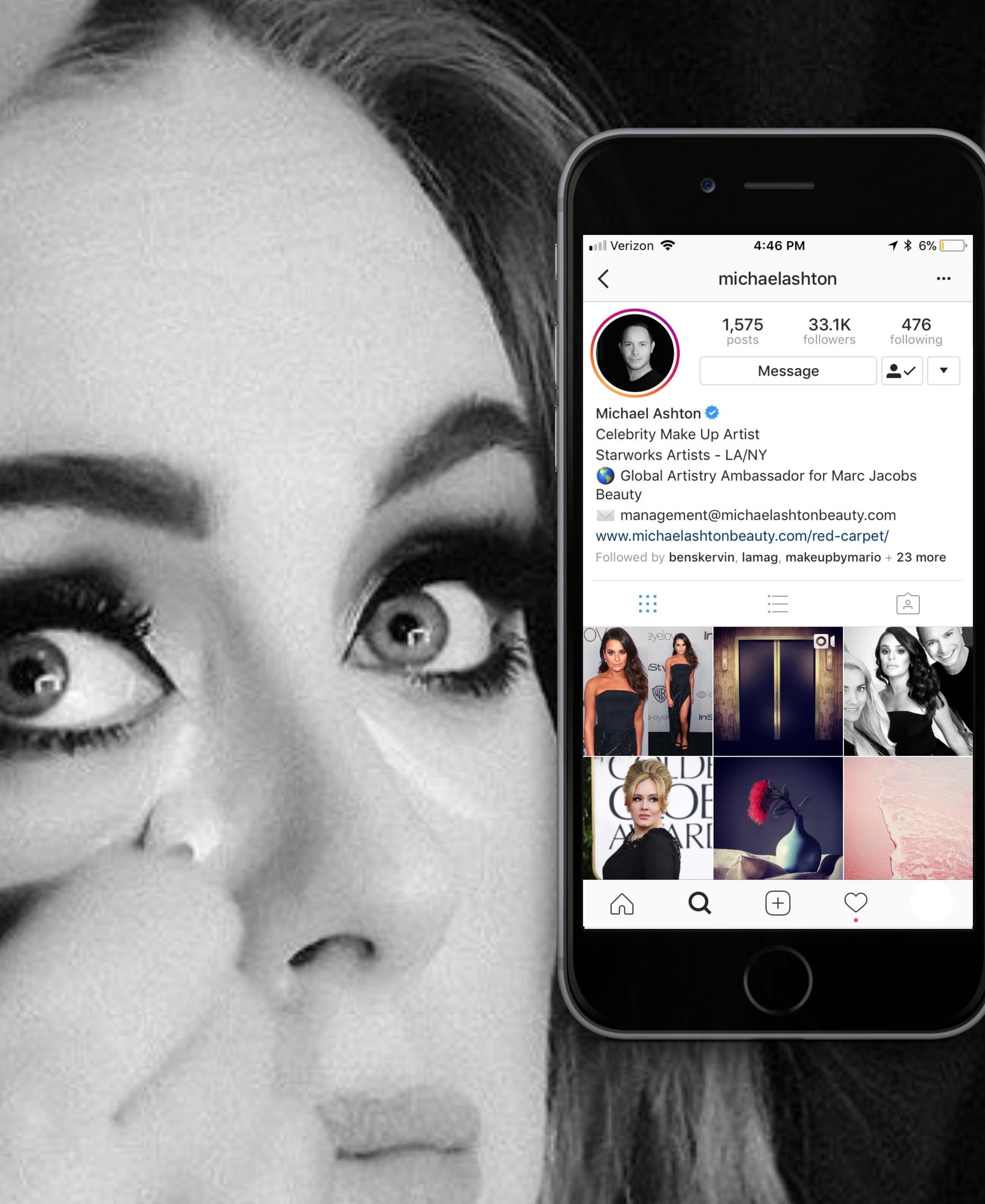
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