

BEAUTY NEWS

EVERYTHING YOU NEED TO KNOW ABOUT VIEVE BY JAMIE GENEVIEVE

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Junior Copywriter / a year ago

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It's a tale akin to those cheesy, Christmassy chick flicks we've been binge-watching on Netflix: a small town girl moves to the big city to make it big – working days on a Debenhams beauty counter and nights on her YouTube vlogs and tutorials – and soon fans are flocking to the department store just to see her. 1.4 million Instagram followers later, and the beauty blogger Jamie Genevieve (she *hates* the word influencer – “It's almost like it's manipulative” she says) is a staple in the beauty industry – advising celebs, working alongside her husband (who quit his job as a brick layer to come and work for her) and jet-setting on the reg. Through sheer hard work and determination, Jamie has proven that believing in yourself is key, with a lot of her work aiming to encourage self-love and confidence.

And that's where **VIEVE** comes in.

It was only a matter of time until the glamorous digital creator launched her own line, and VIEVE does not disappoint. Meaning “full of life” and packed with sassy, easy-to-use make up ‘essentials’, each product is uniquely versatile. Use them to create barely-there nude looks, try modern washes of colour or go for all-out glam with an infamous Jamie-inspired cut crease to boot. In fact, these different looks have a name: they're the VIEVE “Muses”. From “Modern Muse” to “Million Dollar Muse”, “Monochromatic Muse” and “Minimalist Muse”, there's a Muse to suit every mood.



The goal is to be who you want to be – Jamie loves “the positive impact makeup can have”, and the down-to-earth make up artist wanted to create a brand with no rules, saying, “I'm inspired constantly by my audience – they are my Muses and we are mutually fuelled as we play with make up”. Each (vegan, cruelty free, paraben free and gluten free – of course) product makes it easy to experiment while expressing your individuality. In fact, Jamie says that “Becoming a VIEVE Muse helps you inspire yourself and in turn, inspire others”.

A FEAST FOR THE EYES

Soft, bold and multifaceted, let's delve right into the first dreamboat of a product: **The Essentials Eye Palette**. First up, the packaging – sleek, chic and easy to mistake for a luxe leather accessory, the slim, thoughtful design is actually made from quality biodegradable paper that can easily be wiped down. The large, clear mirror can be folded underneath the palette when not in use, and the slender shape will slot right into your kit. Next up, the shades – boasting high-performance, buildable, blendable, buttery pigments, it's easy to create a whole host of looks. The malleable mix of finishes and colours (seven mattes with three multi-dimensional shimmers, no less) encourages you to experiment and play – with a selection of warm nudes, glittering golds and bang on-trend, warm brights giving you the tools to find your own personal style.



THE GLASGOW KISS

Soft, comfortable and highly pigmented, the **Modern Matte Lipsticks** are an absolute delight to use, boasting a hydrating formula that imparts intense, bold, matte colour without making lips look flat or dry. For a lighter look, you can even apply this with a less-traditional blot of the finger – leaving you with a delicate tint that looks fresh and oh-so kissable.

HIGH DEFINITION

Whether you fancy giving a simple lipstick look a little extra somethin' somethin', or whether you want to cheat your lip shape into something more befitting of your mood, the **Modern Lip Definers** come with tips and tricks from Jamie Genevieve herself – ready and raring to help you overhaul or enhance. A startling contradiction, these lip-lovers are long-lasting and highly pigmented, yet blendable and über-creamy while coming in a mouth-watering range of light and dark nudes. *Chef's kiss*




ON YOUR MARKS, GET SET, GLOW!

Described as delivering 'straight up glow', the **Nova Glow Highlighters** come in pressed powder form but gleam with liquid-like power without leaving any tell-tale signs of powder residue. *Dew-ing* it right, the result is a clean, ethereal sheen that looks sun-kissed, healthy and irresistibly glam. Skin looks dewy with a radiant bounce, and you can swathe your body as well as your face in it too.

BAGGAGE CLAIM


Boasting delectably transparent bodies for easy-viewing of all your everyday favourites, **The Essential Makeup Bag** and **The Essential+ Makeup Bag** won't hide your must-haves in any hard-to-reach, dark corners. The faux crocodile, patent black trimmings (with the signature gold VIEVE badge!) makes for a sophisticated centrepiece in your kit, and each edition is cleverly sized – so you can perfectly store your daily go-tos *and* bigger, chunkier items with ease. VIEVE's answer to sensational organisation, these are the final must-haves for any Jamie Genevieve devotees.

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Humera is a Junior Copywriter at Cult Beauty. A self-professed 'beauty obsessive' (no, really, you should see her excessive selection of serums), she can usually be found somewhere rattling on about sunscreens or showering in green eyeshadows. Her other hobbies include knitting, sleeping and walking her saluki through Hampstead Heath.

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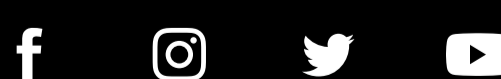
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