

BY WENDY RUBICAM

International makeup expert, Jemma Kidd, shares her story, her thoughts on the magic of makeup, and what to look for this fall

Modern, Fun, Makeup



Whether a woman's look is healthy and natural or full-out glam, there's no doubt that makeup plays an essential role in how she feels when she leaves the house every day. International makeup maven, Jemma Kidd, sums it up by saying, "It's insane how powerful makeup is on an emotional level. It's literally one of the most powerful tools for women. It can take you from a bad day to a good day just by applying cover to one spot. And that's what I love about it—the depth and the power that it has."

Kidd should know. A renowned makeup artist and award-winning product designer, she's been in love with makeup for as long as she can remember. She comes from a family of models and did a little bit of modeling herself in her younger days. "It never

felt right. It never felt comfortable. It made me very nervous," Kidd confides. "I would just sit with the makeup artists all of the time and watch what they were doing. I just gravitated to them."

She decided to take a makeup class, and the rest is history. "I went into the course thinking I'm either going to love this or I'm not—I don't know. And for me, from the first day that was it—love at first sight. I just adored it."

She took the learning process one step further by establishing the Jemma Kidd Makeup School in 2003. She recalls, "As a professional makeup artist running around, I kept getting asked by people to teach them makeup, and from doing a little bit of teaching I kind of fell in love with that whole process." The school



trains professional makeup artists, as well as offering one-on-one tutoring and classes to everyday women who are looking for more effective makeup techniques. After several years of working with sponsors and other makeup brands, Kidd decided she wanted to transition into creating her own products. "I was learning from real women what I think they need and what they want, so I basically started creating my own products from the Jemma Kidd Makeup School and that was my first makeup line," she explains. She describes the makeup school line as being very safe and very much about other women, but great experience for her next venture.

"I got this amazing opportunity to work with Target and do the JK line, which for me, is an amazing joint venture," she says with excitement. "Because the JK line was more about me—it was one of the best projects because it was really allowing me to do what I wanted, and it was really fashion and fun and young and modern."

Kidd says she brings her unique color expertise and passion for color to the JK line. "It's been a real process of keeping a very fashionable, highly on trend color line; but it is very workable, flattering, wearable." The JK line stays on point with ever-changing fashion trends, and Kidd says, "I'm very much trying to bring a line which is very modern, really about right now."

For Kidd, coming up with unique yet wearable colors is easy.

"It's just what I do, what I love," she says. "It's how I express my creativity. There is so much, it's just constantly evolving—it's difficult really to tone it back," she confesses. She finds the majority of her color inspirations in nature, especially in the lush roses,

peonies, and other blooms in the Victorian gardens surrounding her home outside of London. "You just walk past and it's like—that is the perfect blush. When you're creative that's just what you do—every color just sort of shouts out, you know?"

This fall's trends are emerging in the new JK products that will be available in Target stores this month. Look to Kidd's 24/7 Long-Wear Lip Color in "Monroe" to create an alluring look. "It's definitely about the mouth," Kidd says of the look for fall. "I see a lot of this gorgeous red mouth, but making sure that you've got the right red tone, and to me it's not a tomato tone, not the sort with a lot of orange in it."

JK product fans can create the classic sultry eye, which Kidd says never goes out of style, with Kidd's new eye colors featuring a new aubergine/purple shade called "Fame" and her I-Design Mineral Quads which feature highlight, mid and defining

eye shadow shadows.

Although Kidd doesn't claim to be a skin care expert, she has added an anti-aging primer to this fall's JK line, and highly recommends it for the Scottsdale climate. "This is a primer that

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actually hydrates,” she explains. The lifting primer contains an array of natural ingredients such as lavender oil, antioxidant plant extracts and vitamin B3, and Kidd insists that primer is the key to a great look. “Skin is key,” she says. “If your skin looks good, you look good. If your skin looks bad, it doesn’t matter what you put on your eyes or your lips or your cheeks. It’s about making you look fabulous, but also making you look like you haven’t got anything on.”

Because of her pale lashes, Kidd’s go-to product is mascara. “Even when I was first dating my husband I used to put mascara on before he woke up. That’s why I made a lash tint,” she confesses with a laugh. No makeup on weekends is her routine, and she cautions against using makeup as a mask to hide behind. “You get these girls who come in [to the school] with way too much foundation, way too much eyeliner and they use it as a security blanket. I love that challenge,” she says enthusiastically. “Helping someone strip off the layers. It’s so powerful.”

Kidd insists that makeup is all about “enhancing, bringing out, and making you a happier person.” Her advice for every woman? Get to know your own face and features. “You can experiment with color and have fun, but you’ve got to really understand your face,” she says. “Every face is so different. Really look at yourself in the mirror and really try to understand—I’ve got deep-set eyes, I’ve got droopy

eyes, I’ve got a round face, so contour it slightly—that kind of thing,” she advises.

Despite her passion for her makeup empire, Kidd balances her career with being a mom to her twins and spending time with family. She laughs when asked how she handles it all, joking, “I don’t know!”

“It’s all about balance, but sometimes you get the balance wrong. I have horses that I ride, I’ve got my children, I’ve got London, I’ve got my company, I’ve got so many projects going on... It’s crazy! I think also having a really good team around me—delegate, delegate, definitely,” she declares. She is committed to keeping her energy up through living a healthy lifestyle and says, “If you do live this hectic life, you’ve got to take care of yourself, because you don’t want to burn out.”

As life takes off for the dynamic mom and businesswoman, she hopes her work will bring her back to Scottsdale where she can spend time with her aunts and cousins. “I love Scottsdale,” Kidd says. “I’ve done a couple of really fun projects with Target in Scottsdale, Phoenix and Tucson.”

In the meantime, we can put her expertly developed JK

line to work for us. “I don’t know about you,” Kidd says, “but if my makeup looks great, I feel great. Emotionally it takes you on a massive journey, and that’s what I love.”

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