

Get the look

Presented by Lisa Eldridge

Arguably, modern made up began really in the 1920's and this is a typical 1920's look.

The desirable lip shape was Clara Bow's and Louise Brooks' and it was tiny, small, dark and rose-bud like.

To achieve this, women would apply powder all over their lips and re-draw the lips just in the centre - really emphasizing that Cupid's bow.

The eye look that really defined this time was Marlene Dietrich's. Straight from the theaters of Berlin, she developed her own techniques.

She pulled out a saucer, turned it upside down, lit a match, created soot, turned it back and added one drop of baby oil.

She then mixed it with her finger and applied it to her eyelids. An amazing, sultry, sexy, shiny black eye which became all the rage.

If you want to recreate that silent movie look today, there are so many amazing products. Thanks to cosmetic science you can buy something like a simple cream eye-shadow that will give you the effect but stay put.

The fashion in eyebrows was very thin, so women often plucked most of the eyebrows away and then drew on a very severe line. Often the flappers had very straight eyebrows.

After the very heavily made up looks of the sixties there was a little bit of a backlash against make up with the second wave of feminism and women were asking, 'why are we wearing makeup and who are we wearing it for?'

For women that were still wearing makeup, the emphasis was on natural, organic, healthy looking make up.

This particular lip colour is so typical of the seventies, it's a little bit shimmery, it's quite peachy, quite coral and really just following the natural line of the lips.

Frosty eye-shadows were super fashionable in shades like sort of mustardy colours, browns, very earthy tones –almost like bruised fruits.

Eyebrows were plucked but they were made to look very natural so all the overdrawing that had gone on in previous decades was out.

Skin, if you had freckles let them show through. Foundation was certainly used but it was applied in quite a glossy, transparent and natural way.

I'm often asked why I think women wear makeup. And I can honestly say after all these years of making women up daily; I truly believe it's for themselves.

So whether a woman wants to wear a lot of make up or no makeup at all – that should be fine, it's the choice that matters.