

Each season, beauty enthusiasts look to the runways of Paris, Milan and New York eagerly awaiting to see the direction makeup is heading. With 2019 truly becoming the year of killer lashes, 1000HOUR has identified a dramatic shift in the industry – makeup artists are now focusing their attention on the appearance of an individual's eyelashes, rather than opting for the bold brow. Tegan Martin, 1000HOUR Brand Ambassador says, "1000HOUR's wide range of false lash styles means you never have to worry about not finding your right fit. No matter the occasion, I know I can always trust that there is a pair of 1000HOUR lashes to complete my look. Last weekend I attended Splendour in the Grass where I wore an incredible boho designer piece teamed with the 1000Hour Boho lashes. The perfect style of lashes to complement any festival looks." Fresh off the runway, recreate these must have looks with 1000HOUR: Embrace the Feathers – The extreme feather lashes featured in Valentino's Spring 2019 had audiences gasping by creating a larger than life eye look. Make a statement by recreating this look using 1000HOUR Showgirl or Drama Lashes. The varying lash lengths add volume to your lash line giving the illusion of fuller lashes, that will have your eyes fluttering. Keep it natural – Subtly add definition to your lashes to create the look of not wearing false lashes at all. Using the 1000HOUR Individual Lashes in Short-Medium and placing them sparsely toward the outer corner of your eye will give the fantasy of fuller natural lashes. Reach for the sky – Create a look that will have everyone doing a double take. Spotted widely across the Red Carpet at the Met Gala, apply a tapered lash to recreate this iconic voluminous, ultra-long look. This dense lash style is perfect for adding a touch of length and mystery to your look. Opt for 1000HOUR Demure or Boho Lashes. Achieve the doll like effect – Don't let your top lash line have all the fun. Experiment with applying false lashes to your lower lash line to create an animated, doll like look. Think Twiggy's painted on lower lashes, create the Japanese inspired look with the Short-Medium 1000HOUR Individual Lashes. Adding lashes to your bottom lash line will act as an illusion, opening the eye for a wider look. Fringe, fringe, fringe – Applying an intense strip lash is an easy way to add drama to a look. This theatrical, show stopping style of lash is the perfect final addition for a fierce look. Create this with the 1000HOUR My Selfie Lashes or for an even more structured and dramatic look, try 1000HOUR Vogue. Emphasise the wing – Bringing to life the cat eye illusion without the worry of creating the perfect eyeliner wing, apply a feline shaped lash to drag out the eye, giving a more oval appearance. A classic look dating back to Cleopatra in Ancient Egypt, the cat eye is continuously adapting to each era's makeup trend. Take your style back to basics by creating this winged look with a pair of 1000HOUR Kitten Lashes. 1000HOUR Lashes RRP \$9.49. Available at Priceline, BIG W, and Coles stores or online at 1000hour.com.au

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