

UNIQUE **S**TYLE **P**LATFOM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
EUPHORIA BEAUTY



With the release of season two of cult TV phenomenon **Euphoria**, new **beauty trends** have been forged overnight by **Gen Z's** on **TikTok**. **#Euphoriamakeup** has over **867 million views** and counting, with fans re-creating the **embellished eye looks**, **graphic liners** and **extravagant hairstyles**.

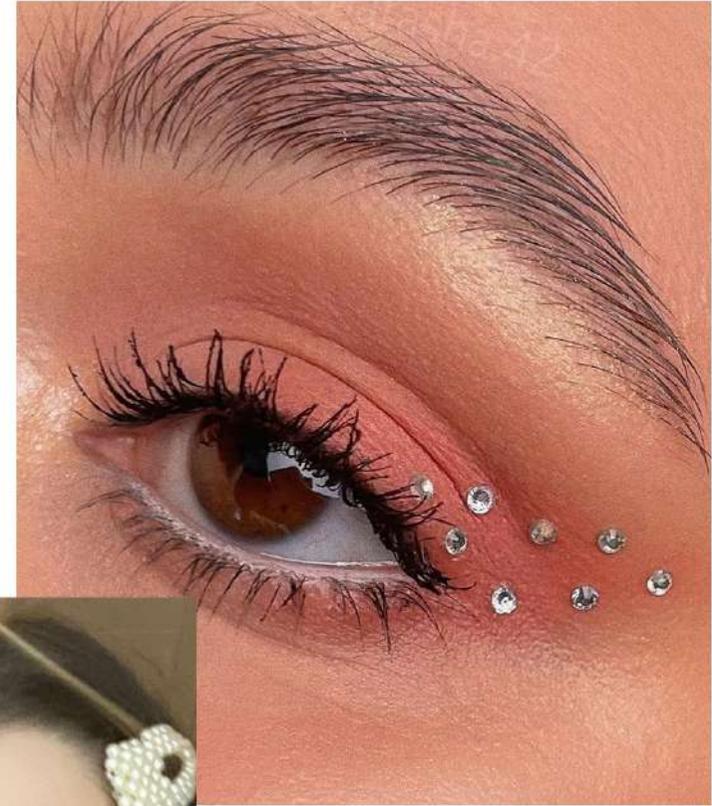
Evolving from last season's **OTT glitter** and **excessive rhinestone** make-up, lead MUA **Doniella Davy** decided to "*subtle glam and refined-yet-experimental looks define the season*".

Tiny rhinestones take over from **XL stones**, creating a minimal yet glamorous look, while **80's inspired two toned eye-shadow** emerges as a **key beauty theme**.

Winged eye-liner remains but gets **softly updated** with inner corner "*bat wings*" and extended **sharp edges**.

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MINI CRYSTALS



Be inspired by dainty crystal embellishments, soft peach eyeshadow, fresh, youthful skin, subtly defined outer corners

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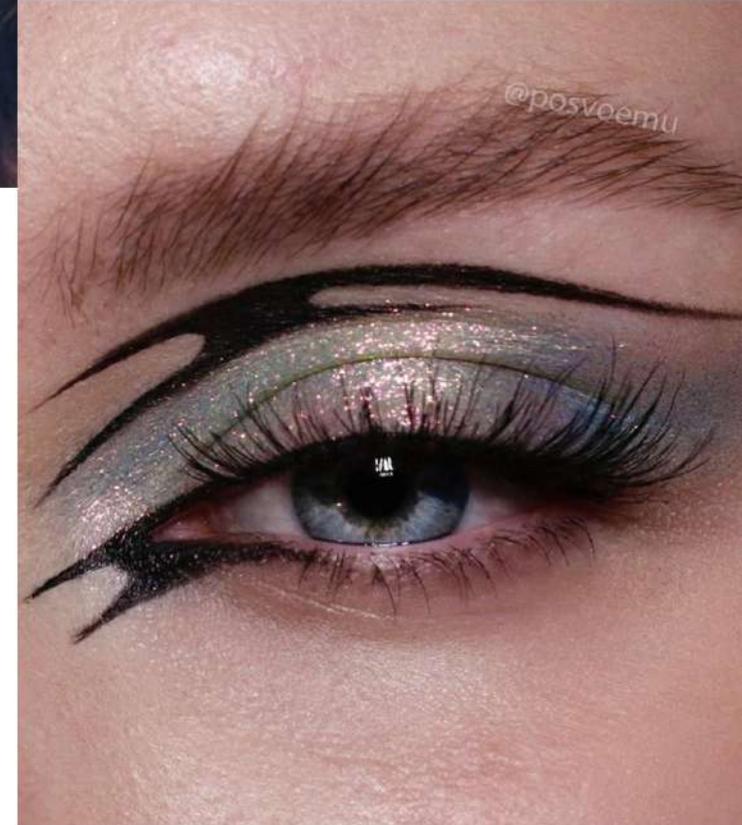
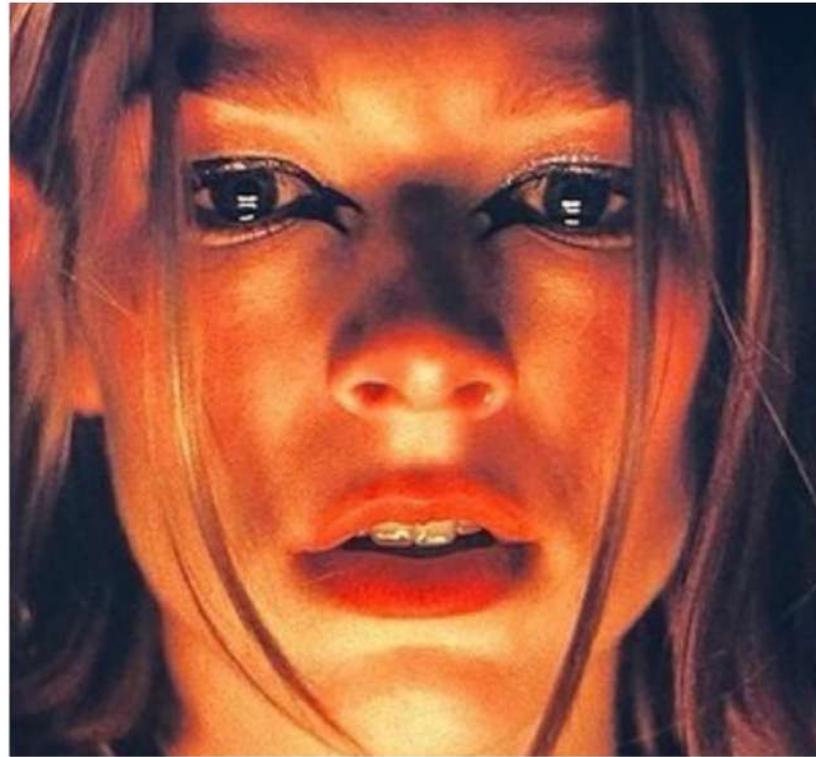
SHARP WINGED LINER



Be inspired by jet black gel eye-liner, extended & elongated wing, XL fluffy lashes, metallic silver eye shadow, 90's inspired brown lipstick

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BAT WING LINER



Be inspired by double inner corner wing, drawing inspiration from bat wings, sharp & defined, glittered silver shadow

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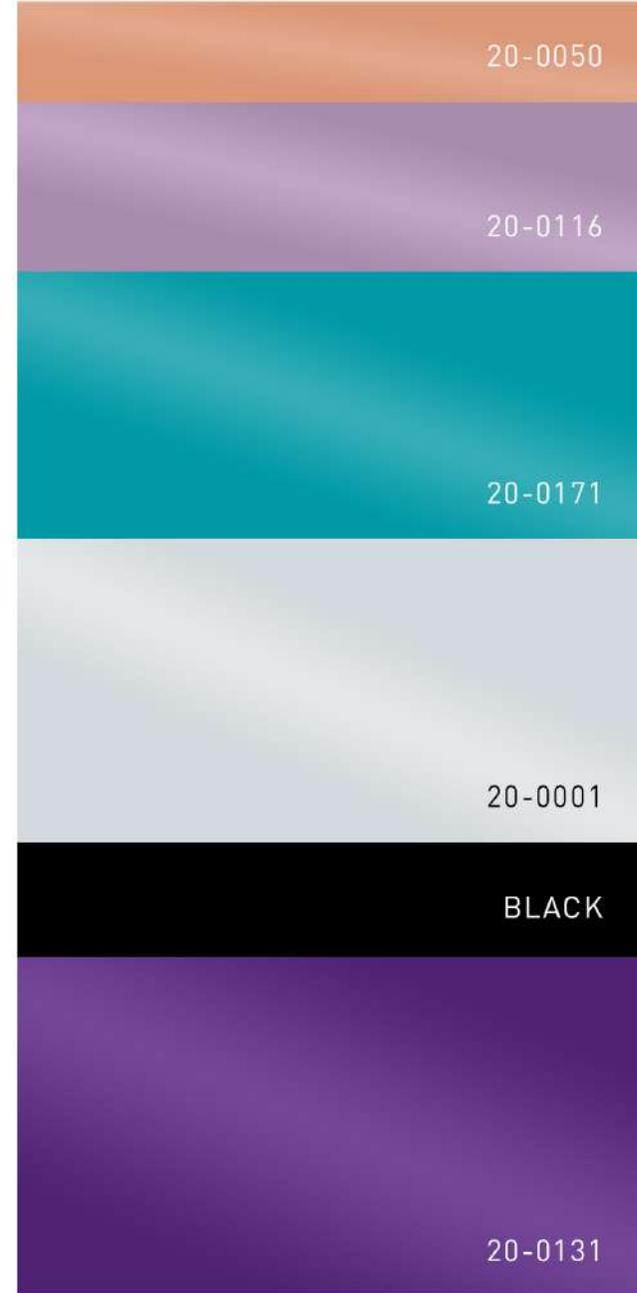
80'S TWO TONED SHADOW



Be inspired by .80's influenced two tone blue & lime green eye shadow, block colour application, matching nail art

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COLOUR



Be inspired by a palette of peach pink, crystal ball, cyber ball, vivid cornflower and midnight black