

phygital

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*In loving memory of*



Makeup Artists

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# *phygital faces*

beauty editorial for Dazed Beauty

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**Is**

**digital**

**the**

**makeup**

**makeup killing**

**industry?**



# *phygital faces*

Does digital makeup challenge the skills of a makeup artist?

*Written by Callie Foulsham*

Makeup Artist



All it takes is one, simple swipe and tap of your phone screen, and you can transform from your literally, #justwokeup self to a full face of glam. From the sultry, succubus chic to lip filler and cheekbones for DAYS, it is now possible to appear your best in seconds via the power of “digital makeup”. Accessible through Instagrams “filters” and the likes of editing apps such as “FaceTune”, being able to look like a beauty goddess through the click of a button can happen faster than it takes for you to wash your face. It may sound like an absolute dream to many, but unfortunately, the development of “digital makeup” is doing more bad than good. Besides its power in setting unrealistic beauty standards of how we should look at all times, its presence is taking a straining toll on the career paths of makeup artists, allowing people to instantly create flawless makeup looks without the skill sets that makeup artists have trained themselves to perfect over time. This is also impacting various other sectors of the beauty industry, from in store counter interactions to digital applications of makeup for branding campaigns, everything that makeup artists used to do can now be done virtually. In an attempt for makeup artists and other creatives within fashion and beauty settings to be able to continue with their job roles, it will be expected that we make the move over to digital software applications before it’s too late!

Terry Gates is a Vegas-based, fashion photographer who has shifted over to the digital fashion world, now also going by the title of a “virtual avatar

designer". Due to his experience in fashion photography settings and new-found interest of digital fashion and beauty, Gates has been able to continue to create his signature, fashion photography imagery using futuristic methods of avatar creation through the software "DAZ". In the same way that a fashion photographer would shoot beauty and fashion editorials, he has chosen to create digital imagery that emulates real life, working in a "photoreal" style - his current focus including the recreation of macro beauty shots in photoreal, avatar formats. In an interview with Rumfoords, he explains that his interest in avatar creation stems from the increasing rise in digital fashion and the inevitable future of the digitalised fashion industry. He also states that being able to have complete control over a whole project in terms of makeup, lighting and the model is something that he enjoys, but also could cause issues when it comes to brands dismissing creative teams when the job can be done by one person, in a way that can be customisable and used over and over again.

In terms of makeup and the shift from physical to digital, ex Illamasqua creative director Dr. Alex Box is a makeup artist, describing herself as an "identity designer", who has similarly made the leap over to the digital side, applying her practical, physical artistry skills to virtual applications and makeup design. As an identity designer, Dr. Box's mission is to be able to consistently develop identities through principles of form, function, personhood, ethos and psychology, using science to enhance her creative outcomes - a way of how she believes we will visually and virtually present in the future through the likes of the "Metaverse" and beyond. As a physical makeup artist, Dr. Alex Box is able to add an element of understanding in how makeup should look when digitally applied, from her understanding of physical makeup applications. Without knowledge of makeup skills and techniques from someone who specialises in makeup being involved within the creation of digital makeup applications and avatar building, it could be challenging to create realistic looking outcomes. Referring back to Terry Gates, although the use of digital softwares such as DAZ are easy to navigate in terms of creating photo real and stylised avatars, without a team of individuals including makeup artists who can understand elements of makeup artistry such as skin texture, tones and face shapes, it is difficult to achieve a believable end result.

In order for makeup artists to continue with their job roles, it is as if there is no choice but to learn how to do makeup all over again, ditching our brushes for buttons and immersing ourselves into a phygital universe. It is time for us to prove that we can create the same outcomes as computers, before the makeup artist becomes a concept of the past.

Terry Gates, DAZ avatar







Terry Gates, avatar







Craves, digital avatar



Craves, NYX Cosmetics GORJS avatar







Craves, digital avatar





Smeccia, digital avatar







Window France,  
*Cameleon Concept*  
Mannequin designer



Smeccia, NYX Cosmetics GORJUS avatar







Ines Alpha, "Bimba Y Lola" campaign



