

Welcome to AW eye make-up uncovered, a guide dedicated to providing you with next season's upcoming trends.

Whether your client is hoping to make a statement with their eye make-up or prefers a more subtle look, this guide is sure to help you wow your clients, whatever their style.

From beautiful, romantic neutrals to bold graphic detailing, this guide will inspire you to create a variety of looks to suit every client's desires.



Metallic grunge

A seductive smokey eye is a look many clients will be familiar with so why not transform this classic trend for Autumn/Winter by adding a metallic shimmer to eyes. Combine warm and brown eyeshadows with metallic coppers and silvers to create a glamorous grunge look that clients will love. For a subtle twist on this trend, add a metallic eyeliner to the waterline of your client's eye to create the illusion of wider eyes, as well as adding a stylish edge.

A/W eye trends

Romantic neutrals

Soft, pastel eyeshadows are the perfect choice for those hoping to achieve an understated look this Autumn/Winter. Add dreamy peach, pink and brown shades to your client's lids to achieve a romantic eye look that's ideal for both day and night. Brown mascara will compliment this look perfectly, ensuring a natural finish.



Graphic eyes

Not for the faint hearted, the graphic eye look takes inspiration from bold 80's eye make-up, using bright, neon shades to create an eye look that's guaranteed to make a statement. Add a selection of vivid eyeshadows and liners to your make-up collection to ensure you're able to create a look that's sure to wow on special occasions. Whether your client opts for a simple neon cat eye or bold, bright eyelids, the graphic eye look is a trend that's set to stun this Autumn/Winter.

Thank you

Thank you for reading this guide. We hope it's given you the inspiration you need to keep your clients on trend for A/W 2017.

Want to spread the word about what's hot for next season? Join in the conversation online using the hashtag [#AWBeautyTrends](#).