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Nudestix Seizes Upon Matte Makeup's Momentum

Shine-free beauty products are rising up the face from lips to eyes to produce sophisticated graphic looks.

By [Rachel Brown](#) on August 24, 2016

Nudestix is mad about matte for fall.

The rising brand is zeroing in on 10 shine-free taupe and brown eye shadow tones, including eight new options, in its Magnetic Eye Color range that produces subtle smoky looks. Priced at \$24 each, the shades housed in Nudestix's signature pencils are designed to deliver waterproof color for nine hours while performing as liners, bases and highlighters as well.

"Mattes are very in right now. It started with matte lips. [Sephora](#) and social media had everyone talking about matte lips, and our clients have been really asking us to expand our eye shadows with matte finishes," said [Taylor Frankel](#), who founded Toronto-based Nudestix, which exemplifies a Millennial-minded no-fuss attitude toward cosmetics, with her mother [Jenny](#) and sister Ally. After traveling across Southeast Asia, Australia and Mexico this summer to visit Nudestix's global [Sephora](#) accounts, she dropped by the retailer's store at Los Angeles shopping center Hollywood & Highland on Saturday to discuss the emergence of matte.

Matte eye shadows have scored runway moments that have helped make them must-haves, suggested Frankel. She singled out the Dior's Cruise 2017 show at Blenheim Palace as particularly pivotal in their ascendance. For the show, Peter Philips, creative and image director for Dior [Makeup](#), relied on a deep bronze color from the Dior 5 Couleurs Skyline Eye Shadow Palette for graphic sweeps across the entirety of the models' eyelids.

With fashion as a backdrop, Frankel elaborated the camouflage and deconstructed eye-shadow trends have merged to put the focus on matte at Nudestix. "It's imperfect-perfect. It's messy-clean," she said of the eye looks inspired by the trends. She noted the brand is highlighting both matte eye shadows and matte lip products, specifically Intense Matte Lip + Cheek Pencil, at the top of its Sephora fixtures for fall and holiday.



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Even though the muddiness of matte could seem antithetical to cheery Christmas **beauty**, Frankel asserted it isn't for Nudestix's customers. "Our version of holiday is kind of grungy. It's cool-girl holiday. It's for that girl who goes to holiday parties, but isn't really sure if she wants to," she said. For the hip holiday party naysayer, matte eye shadows might be paired with brown lip shades such as the brand's upcoming Sephora launches Icon and Retro, and exclusive **Urban Outfitters** entrant Vintage that continues to be on upswing with Nineties-era nostalgia still captivating pop culture.

The spotlight on matte doesn't completely rule out shimmer. In fact, Nudestix is introducing three gleaming shades to its so-called Luminous repertoire to inject it with soft green and warm brown hues. In addition, Nudestix's \$144 holiday eye color kit Nude(Art)ist Box contains four luminous and two matte shadows for day and night wear.

"Our Nudestix clientele loves the idea of using one shade and getting a smoky eye in two seconds, but we talk about layering matte and luminous shades to have a lot of dimension," said Frankel.

Nudestix is available on **QVC** and in select Sephora, **Urban Outfitters** and Space NK locations. Next month, the brand is landing on macys.com before entering Impulse **beauty** sections at roughly 60 of the department store company's doors in October. In total, Nudestix's assortment spans 89 stockkeeping units across 16 categories.

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