



TIPS TO ACHIEVE THE ICONIC BITTERSWEET LOOKS FROM THE 2016 CAMPARI CALENDAR

Need to know how to dress for success for an important work meeting? Perhaps you're after style advice for your next date night? We went behind the scenes at the shoot of *The Bittersweet Campaign* - the 2016 Campari Calendar starring Kate Hudson - to bring you some of the industry's best-kept secrets from leading stylist, Sophie Lopez and make-up artist to the stars, Violette.

Achieving a *bitter* look:

- Tailoring is key to achieving a bitter look. Opt for fitted clothing with structure – trouser suits, figure-hugging dresses, button-down shirts and pointed shoes are an easy way to power dress whilst still utilising pieces from your everyday wardrobe
- Accessorise with graphic pieces of jewellery and try a sleek, slicked back hairstyle or up-do to tie everything together, creating a fierce and powerful look
- The bitter look is perfect for meetings, or occasions where you will be centre stage – dress to feel powerful and in command. Your clothing reflects your identity at first glance so wear something which makes you feel amazing (but also comfortable) and you'll exude confidence. Incorporate a touch of red to make a real statement
- Wardrobe aside, the bitter look can also be expressed through your make up. Try experimenting with a liquid or gel eyeliner – close your eye and follow your lash line, applying a thin line which flicks slightly at the edges. Try to keep the line relatively thin for a versatile look which is seductive yet sensual and takes you seamlessly from day to night
- Lashes are a focal part of a bitter look so be sure to accentuate these to create an air of mysterious elegance. If you have plans for the evening, incorporate a red lip to 'dress' your face. If you prefer a more natural look, a touch of blusher can achieve the same effect, injecting a pop of colour to your complexion. Season-dependent; opt for deeper, more berry shades of red in the colder months, or a more vibrant coral shade for spring/summer



Achieving a sweet look:

- Think floaty and chiffon; the sweet look is a celebration of all things female and feminine. The sweet look should feel relaxed, playful and fun, reminiscent of 60s fashion. A-line cuts are an easy way to work a sweet look whilst remaining sophisticated and on trend. Embrace garments with movement and when it comes to shoes; think open toed sandals or peep toes
- The sweet look is extremely versatile and perfect for brunches, dates, a girly dinner or even a night out. To accessorise, add lots of sparkle; diamonds really are a sweet girl's best friend
- When applying make up for a sweet look, think fresh and glowy. Use a light, natural base to ensure the texture of your skin still shines through. Subtlety is key – add a hint of blusher to create a rosy hue. Eyebrows are a focal part of the sweet look – a strong brow adds mystery in the absence of a bold red lip or smoky eye. If lipstick is your thing, look to cherry, pinky-toned reds
- To take your sweet look from day to night, experiment with creamy, metallic eyeshadow crayons. Apply all over the lid and blend the edges using your finger. Use a second colour into your crease to add definition, again blending together. Add mascara and you'll achieve a toned down smoky eye which adds a foxy vibe yet isn't overpowering

For more information on The BitterSweet Campaign and the 2016 Campari Calendar, including exclusive behind the scenes content, visit www.bittersweetcampaign.com or @Campari Twitter channel using #CampariCalendar.

