



Face Forward

Kevyn Aucoin , Don Reuter (Illustrator)

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An inspirational how-to guide to make-up from one of the most successful make-up artists working today. In his follow-up to *Making Faces*, Kevyn Aucoin transforms famous (Celine Dion, Julianne Moore, Sharon Stone) and ordinary people and demonstrates how anyone can have a variety of faces.

Face Forward Details

Date : Published October 10th 2000 by Little Brown and Company (first published October 2000)

ISBN : 9780316286442

Author : Kevyn Aucoin , Don Reuter (Illustrator)

Format : Hardcover 176 pages

Genre : Nonfiction, Reference, Couture, Fashion, Art

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From Reader Review Face Forward for online ebook

Lynnette says

Kevyn Aucoin was probably the best makeup artist ever. I am a makeup artist and many of my techniques I learned from him. Made a lot of money doing it too. Most amazing. I have read it many times. Can't get enough.

Phyllis says

I keep this on the shelf as more of a crazy-ass coffee table book than a makeup advice book. There is a hilariously misguided picture of Tori Amos disguised as an American Indian that Kevyn Aucoin insists is cool because her great-great-grandmother was a Cherokee Princess or something. Oh, OK. Gena Rowlands as Madame Butterfly is pretty clueless and horrifying as well. In spite of the weird racial misfires there are some amazing conceptual looks in this book and it is worth the price of admission to see Amy Sedaris tricked out as Angie Dickinson on POLICEWOMAN.

Stephanie says

Got this on the (sorta) recommendation of beauty YouTuber Jackie Aina. I've been getting into makeup in the last year and saw her mention this as a good makeup book so tried it out.

It's interesting. Kavyn Aucoin was clearly a very forward-thinking (forward-facing?) artist with a lot of skill. The book is full of glossy photos and step-by-step guides on how each look was achieved. But the guidance isn't in enough detail. Brand-names aren't mentioned, fair enough, but there's only so many times I can read "moisturize to prep, apply foundation to match, loose translucent powder to set foundation..." before it gets incredibly dull. Some notes on technique are interesting but not frequent enough. It's all very well explaining that you apply this and that in this way to achieve that look, but he doesn't explain WHY it works, so I can't even take specific tips and use them myself because I don't know what to take into consideration. Does it work because of the colour? The face shape? Eye shape? A little more insight would be appreciated.

Other than makeup tips, it's got a lot of rambling about each person featured. I recognise a few but it's very USA-centric (I'm British), so often it was "this person I havent heard of made up to look like this other person I havent heard of" so I lost a bit in translation I suppose.

A nice book. Might be good for occasional reference but I wanted a bit more from this.

Shirin F says

Genius. Every make-up artist should own each of Kevyn Aucoin's books. His timeless techniques are unmatched. This man was a true artist, with such an untimely death. I idolized his work as a child and into adulthood, when I aspired to be a make-up artist.

Heather Key says

I love this book for the knowledge it gives on how to apply make up to get the best results. Must have for those who don't want to waste their money on tons of products they may not need or want.

Shelley says

This is definitely more of a coffee table book but one of the layouts has remained in my mind since I first picked it up back in the '90's. The pictures of Tori Amos representing both sides of her heritage (Mary Queen of Scots and a Native American princess) were images I never forgot.

Roya says

Although I've read his more popular book, *Making Faces* , more than once, I never read this book until now. This was published three years after *Making Faces* and Aucoin is notably more generous with his opinion. Throughout the book he speaks passionately about politics and social issues. Although I have my opinions, I don't like to read books about the harsh unfairness of reality. Slag me off for being vacuous, but I don't care - the reason I read is to forget about these troubles. Nevertheless, I feel like I learned so much that it overlooks this trivial aspect. The "behind beauty" topics were particularly informative. Like *Making Faces*, this doesn't give sufficient instructions when it comes to application. Personally this is a non-issue because I tend to skim over these parts, but it's important to note anyway. Overall, I enjoyed this even more than *Making Faces*. Aucoin transformed a bunch of celebrities into other celebrities and the pictures are absolutely breathtaking. These are my favourites.

Alexandra von Fürstenberg as Cher.

Amber Valletta as Gable and Lombard. Yes, she played both of them.

Gwyneth Paltrow as James Dean.

Mia says

As is the case with his other book, *Making Faces*, this book introduces nothing new to the experienced makeup user, moreso maybe a different perspective and some tips and tricks. Really lovely looks and a great inspiration. Would be incredibly helpful for a beginner.

Mimi says

I don't know how many times I have stared at this cover trying to see how they managed to meld the two faces... and yes, they are two faces not just one face made up in two ways. Not that I would put it past Kevyn Aucoin to be able to do it. I guess that's why I always spend time staring before I can look inside.

Kevyn was an amazing make-up artist. Whether you're talking about everyday beauty or stage and screen he's the expert. He also focuses on inner beauty - stresses it, actually - believing that a person can be beautiful with or without make-up if they are beautiful on the inside. He tried to learn about the person he would be working on so that he could bring out that inner beauty. He paved the way for numerous make-up artists.

Ruth says

Okay, I admit it...I like books about style, fashion, makeup...I'm a girlie girl! This is a fun book, and the 2nd Kevyn Aucoin book I purchased just to have a good time seeing his amazing makeup transformations. This book (like his first similar book) has great photos of many faces, some familiar celebrities, and in some cases these have been 'transformed' by makeup magic to look like some of the famous stars of the 30s and 40s. Pretty uncanny! Very fun fluff. Some tips and how-tos are in the book too, but the main reason to buy it is because it's a big splashy coffee-table kind of book. You get it just to look!

yoli says

I found his first book **MAKING FACES** more informative from a makeup perspective. This was more of a philosophical tract/memoir/gallery of beloved people. However, by including at least two shots of each "model", we are really able to see the impact of makeup on the face in terms of specific products and techniques.

Harloe says

I read this when it first came out, and it changed my life. I thought it was great and I learned a lot. After re-reading it almost 17 years later, my feelings have changed. I still believe that it is a good book to give to beginners. Now with youtube, I wonder if even pre-teens still need a book like this though. You can find far more informative step by step tutorials online. Nor are the looks as avant-garde or inspirational on second viewing. But it was the first time I saw the power of makeup and Aucoin will always have a special place in my heart. I do have some criticism upon a second reading, however. To be fair, I think if Aucoin were alive there would have been new editions that would have updated these issues.

1. I'm just going to say it and leave it at that, the name dropping.... all the name dropping! You know famous people...we get it
2. There is a lot of benevolent racism, as well as a healthy dash of White Saviour Syndrom laced throughout the prose. He is asking for a lot of praise for being so brave for not segregate models by race and treating people like human beings, but he has no problem with brown face and cultural appropriation.
3. The benevolent misogyny is divided into A. women as icons/objects and B. grateful normies. It seems all "normal" women are all nervous about being the center of attention and burst into tears at the self-love they could not find until he blessed them by showing them how to beat a mug.
4. My BIGGEST issue, however, is that he is not listing every step he is doing on the editorial and celebrity

looks, so if you follow the steps you can't actually reproduce the look, and you only see the missing bits when you become more experienced at makeup. The couple of real women looks in the front of the book have step by step photos showing baking, contouring, highlighting and so forth with pictures of the application process. With the celebrity and editorial, they are not shown without makeup, there is no step by step photos, and he is saying most of these looks are no foundation, no contouring, no highlighting, looks. BULLSHIT. If that was the case why do I need 80 looks telling me to put on a little lip gloss and mascara and call it a day? You can see the shimmer on the cupid's bow; you can see the contour on Tina's cheekbones and the contoured jawline on the drag Linda Evangelista look, just to name a few. So if you are not going to show all the steps, or list all the products you are using then what's the point; to look at a perfect face become another perfect face which you can never reproduce because you aren't really learning technique here?

5. This may be petty but these brows. I know mine were thin too at the time, but good grief these brows.

Do I get it was written almost two decades ago and is incredibly progressive for the time; yes. Did I spot these things on first reading at 19 years old; absolutely not. Do I still wish the publisher would update the text; for the love of god, please!

Sarah says

must have

Kristin says

I enjoyed Face Forward more than Making Faces. There are a lot of great images that show what makeup can really do to change a person's appearance, my favorite example in the book was Gwyneth Paltrow made to look like James Dean. As far as being an actual tutorial book, I think Face Forward is great for teaching concepts like why certain colors work in certain situations but it isn't quite as good with the step by step "how to recreate a look" teaching style.

Alina Frankfurt says

Such a great artist, an open-minded and a visionary that traveled the time, and here we are, 16 years after this book was released, and you can easily see that his work it's timeless. He touched my soul, with his life and his work. At what dimensions Kevyn's work would be if he would still be with us? I'm afraid to answer that questions, I think I do not have such a great amount of imagination...

Margaret says

A wonderful book of faces wherein Kevyn Aucoin's genius becomes clear. He makes over "regular" people and brings out their natural beauty and makes over celebrities to look like other icons. Awesome.

Beth says

Anyone who has met me knows that I am SO not a glamour girl, not really into make-up beyond the basics. But in spite of that, I absolutely ADORE Kevyn Aucoin's books. They are completely addictive and irresistible. I keep them next to the tub so I can read them in the bath. Even my husband loves them. Kevyn was an amazing artist who, despite his short life, made a lasting impression on the world of fashion and beauty.

Jayna says

if you are an aspiring makeup artist this book is a must-have. i still pull this book out sometimes when i feel stuck. it refreshes my memory and inspires me. kevyn aucoin is one of the greats in the makeup industry. i highly recommend this book and his other book, making faces.

Heidi says

Hilarious book on makeup I happened upon when looking up interesting faces for the characters in my novel. The second half, it turns out, is devoted to actresses made up to resemble actors from the past. My favorites? Martha Stewart as Veronica Lake and Gwyneth Paltrow as James Dean.

Marissa Alexander says

Oh, Kevin Aucoin... if only you were straight...and alive.... We would have been a lovely couple.

His step-by-steps are obviously missing a lot of steps and explanation, but this is a great book for the appreciation of a true artist. It is also fun to see so many actors/actresses/famous people so young and made-up to (eerily) resemble other famous people. His social views are so on-point today, and I loved that his controversial use of a trans-model was so ahead of its time.

I wish he had lived. His YouTube channel would have been a-freakin'-mazing, and it would have saved me so many teenage years of experimentation and epic fails. Kevin Aucoin was my Wayne Goss before I knew who Wayne Goss was. Sigh....
