



**Helen Brown**  
VANITY CASE

## Big girl's brows

Catwalk looks can present difficulties, even to dedicated followers of beauty trends. What makes a bold splash on the runway often looks plain weird in everyday life. Not to mention that, when it comes to make-up, most of us tend to adopt a routine and then stick to it like Super Glue.

That said, there are exceptions to the rule. Take eyebrows, for example. Statement brows were everywhere on the autumn/winter catwalks, and they're a common sight on the streets, too. Naturally, the everyday version is toned down. Not many of us could carry off the stuck-on, black plastic brows that Pat McGrath created for Dior, or the solid, angular look at Chanel, or even those sported by Sienna Miller (above) in the Valentino ad. But you need only look at the growing popularity of brow bars to know that we're willing to fork out for a well-groomed pair.

According to Vanita Parti, the founder of the Blink eyebrow-bar chain, which has walk-in branches in Fenwick and Selfridges, her teams tidy 500 sets of brows a day across the capital; two years ago, they were doing only 20. And the rest of the country is following suit. Benito Brow Bars have brought threading, the traditional Indian hair-removal technique, to Birmingham, the West Midlands and Manchester, and Leeds now has a Shavata Brow Studio.

"Groomed eyebrows open up your eyes and give structure to your face," says Parti. So what is the secret of come-hither brows? "The rule is to keep them long," she says. "Hold a pencil from the side of your nose to the outer corner of the corresponding eye. Your brow should end where the pencil hits it." And if you are fair, go a little darker. "We enhance fairer brows by dyeing them a shade darker to bring out the beauty of their shape."

Even if all you manage is a quick tweeze, then pencil in the gaps: believe me, you will be amazed how many people notice the difference.

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