



FRANÇOIS NARS

# REINVENTING THE 80'S

INTERVIEW BY KAVITA KAUL

COURTESY OF NARS



// AS A MAKEUP ARTIST YOU ARE IN CONTROL OF SOMEONE'S LOOK, HIS OR HER BEAUTY, INSIDE AND OUT. //

/ AFTER A 10 YEAR ABSENCE WHAT HAVE YOU BEEN KEEPING YOURSELF BUSY WITH?  
When I stopped doing shows I was over-saturated. I had just purchased my island (Motu Tane, in Tahiti) and had invested all my energy into it with my house and portraits of Tahitians for a book on Polynesia that will be out in 2010. I was also developing my own makeup line and shooting our campaigns and it was that energy and adrenalin that I missed.  
/ HOW DID YOUR FRIEND MARC JACOBS LURE YOU BACK?  
We've known each other since the beginning of our careers. During New York Fashion Week almost all the shows boasted a very subdued look. This time, the theme was 80's New York by Night. We lived through it together and we could finally create something strong and bold.  
/ DID YOU FIND YOURSELF APPROACHING IT DIFFERENTLY?  
We wanted to have fun and create something

different. We did that by creating 65 different, fun and energetic looks.  
/ HOW DO YOU FEEL ABOUT WHAT YOU'VE ACCOMPLISHED SO FAR, AND WHAT ARE YOU YET TO ACHIEVE?  
I'm happy but never satisfied. You have to keep working, improving and striving.  
/ WHAT ARE YOUR THREE SURVIVAL TACTICS FOR STAYING IN THE GAME?  
Humour, love and friendship. With those things, you can never lose.  
/ WHAT DO YOU LOVE ABOUT PHOTOGRAPHY THAT MAKEUP ARTISTRY DOESN'T PROVIDE AND VICE VERSA?  
Capturing a moment of somebody's life on film is so wonderful. As a makeup artist you are in control of someone's look, his or her beauty, inside and out. That is something that photography doesn't provide.  
/ TELL ME ABOUT YOUR COLLABORATIONS WITH DESIGNERS... THE PROCESS...YOUR FAVOURITE OUTCOMES?  
Always listening, watching, and, trying to

understand a designer's state of mind. Trying to see what is behind the vision and translating, that is the main part of my process. It's a challenge and fun and always ends up being a learning and growing experience. When you understand someone and can create something physical that embodies his or her vision — that is my favourite part.  
/ WHAT WOULD YOU LIKE TO BE YOUR LEGACY?  
That I've helped women all over the world feel and look their best. It's so glamorous to be uniquely beautiful.  
/ WHAT SHOULD THE PUBLIC PREPARE THEMSELVES FOR THIS NEXT SEASON?  
Having more fun with makeup! Enjoying life with wilder looks is something I would love to see more of and I believe that this is the season to start doing that.  
/ WHAT IS THE NEXT STEP FOR YOU?  
To keep moving forward and keep being NARS — the person, the brand, the lifestyle. ♦