

Aaron de Mey

Our April cover features the devastatingly gorgeous Lara Stone, and it was the contribution of makeup artist Aaron de Mey that makes this cover so outstanding. Aaron's skills go much further than just applying makeup and enhancing what is the natural beauty of a woman. He's an artist, a painter and sculptor by trade and these talents are evident when Aaron puts his vision to work, specifically when he worked with Lara Stone for this cover.

Of course the realization of the cover was a collaborative effort between Aaron, photographers Inez & Vinoodh, stylist George Cortina and hair stylist Eugene Souleiman. Aaron's creative intuition made it possible to convert a concept into an actual vision, therefore bringing the idea for our April cover to life. The intent for the cover image was to show a "new cool", to portray the notion of undone sex appeal with an insertion of structure. It was the ambition of both the hair and makeup artists to achieve a fresh, innovative look that, when paired with the Givenchy clothes, would create a strong and beautiful cover. Mission accomplished.

Aaron's idea to give Lara dark, seductive eyes in his words was to, "gives life to dark eyes". He continued to breathe seduction into Lara's look by focusing on one of her most formidable features, her lips. Aaron used a ruby stain on them to make them sexy, yet structured, which was something he wanted her final look to illustrate. With the focus being on Lara's eyes and lips, he kept the skin very clean and natural, using only some bronzer to create some contour and definition. Aaron's passion is evident in each project he takes on, and is showcased particularly well on this cover.

Not only is Aaron's skill as a makeup artist what leads him to be one of the most sought after talents in the industry but it's his alluring personality as well. He is a lovely person with a genuine demeanor which is apparent to anyone who has met him. He intently listens to the ideas and thoughts of the people who he works with and greatly considers all visions all while considering his own at the same time. Aaron appeared to have a wonderful rapport with everyone on set and had a strong sense of gratitude.

Aaron's artistic and personal contribution to the April cover is a vast one. His participation was essential in making the idea for this photograph become the stunning cover you see before you.