

VOGUE

ARABIA

الحياة العربية

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GIGI HADID

by Peter Lindbergh

COLLECTOR'S ANNIVERSARY ISSUE



FROM LEFT MASOOMA
JALIL HASHIM, GEORGE EL
MENDELEK, HALA AJAM,
AND BASSAM FATTOUH

THE SQUAD

From being on celebrities' speed dials to launching their own sellout products, these Arab beauty masters are making waves in the region

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RENE BORISOVA WEARS
DRESS, SEMSEM; EARRINGS,
ALIA BIN OMAIR; RINGS,
BRACELET, NECKLACE, AURATE
MASOOMA JALIL HASHIM
WEARS ABAYA, EFFA

MASOOMA JALIL HASHIM

Makeup artist, Bahrain

Bahraini makeup artist Masooma Jalil Hashim honed her skills at MAC Cosmetics for seven years, but it was her understanding of what the modern Arab woman wants when it comes to beauty that pushed her into the spotlight. “In the past, Arabic songs were about the beauty of women’s eyes and their tanned skin,” she says. This is still her focus, as illustrated on model Rene Borisova. Hashim accentuates her clients’ features by emphasizing the eyes’ almond silhouette with liner and lashes, and ensuring flawless skin. While Hashim is known for her work with

Emirati singer Ahlam Al Shamsi, she’s also become the go-to makeup artist for Western celebrities visiting the region, including Paris Hilton and Olivia Palermo. “People’s taste in makeup is changing,” she says. “Europeans and Americans are being inspired by Arab beauty and vice versa. Beauty is all about giving people self-confidence.” She recently opened a salon in her hometown of Sanad, called Makeup Art, and has also expanded her repertoire beyond her YouTube channel – with its three million views – to include teaching masterclasses. The key to creating her looks, she says, is makeup brushes – “they are my hands.” Her year ahead holds exciting projects, with Hashim hinting at collaborations with leading beauty brands.

FEEL THE HEAT



1 NARS RADIANT CREAMY CONCEALER IN GINGER **2** ANASTASIA BEVERLY HILLS POWDER CONTOUR KIT IN LIGHT TO MEDIUM **3** HAKUHODO S102 FINISHING BRUSH ROUND & FLAT **4** CHANEL LE VOLUME DE CHANEL WATERPROOF MASCARA **5** MAC LIP LINER IN CHICORY