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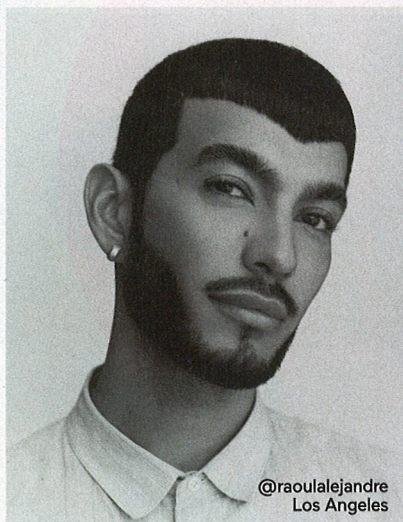
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@raoulaalejandre  
Los Angeles

# RAOÚL ALEJANDRE

The avant-garde makeup artist steps into his *new role at Valentino Beauty* and shares the secrets that make him a celeb go-to.

Raoul Alejandro is known for his work with celebs like Alexa Demie, Willow Smith, Joan Smalls, and Lil Nas X, creating intricate, dramatic looks like crystal-embellished cat-eyes and electric-blue glossy eyelids. He was also recently named global makeup artist for Valentino Beauty. While clothing is a constant inspiration (see: the curvy red liner he did on Rosalía, inspired by her Iris Van Herpen dress at the 2020 British Fashion Council Awards), he also dreams big thanks to his Mexican American heritage. "[My parents] came into this country to give me the opportunity to do things they previously could only imagine," Alejandro says. Here, a few of his signature techniques.

## CREATE A BLUEPRINT

"I sketch out eye shapes with eyebrow pens first. That way I can easily [correct] instead of having to wipe off the entire liner," he says.

## FLATTER YOUR EYE SHAPE

Alejandro creates *ojos tapatios*—a term used in

Guadalajara, Mexico, to describe wide, almond-shaped eyes—by drawing sleek straight lines that elongate (like a cat-eye to the extreme). "[Straight lines] complement all eye shapes, versus something with a curve," he says. "Fill in between the lashes with the kohl pencil for a lifted, color-rich look."

## SHADE PRECISELY

You may think the perfect cat-eye starts at the outer corner, but Alejandro says his trick is to be "really defined in the crease," using eyeliner brushes with dry eye shadow. To make shadow stand out, he's a big fan of applying it with your pinkie: "The color payoff is phenomenal."

## POP YOUR CHEEKS

Alejandro uses light contour bronzer in the hollows of the cheeks, then "drapes" colorful blush on the cheekbones for a softer, sculpted look. Start the blush along the outer crease of the eye and extend it to the highest point on your cheekbones. —FRANCES SOLA-SANTIAGO



LEFT: ROSALÍA AT THE 2020 BRITISH FASHION COUNCIL AWARDS.



ABOVE: ITALIAN MODEL MARIACARLA BOSCONO IS ONE OF 16 FACES FOR THE VALENTINO BEAUTY CAMPAIGN. LEFT: ONE OF ALEJANDRE'S SHOOTS WITH ARTIST, MODEL, AND MUSE ANNAHSTASIA ENUKE.



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2. REAL TECHNIQUES BRUSHES 200, 209, AND 213 (\$10–\$13).
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