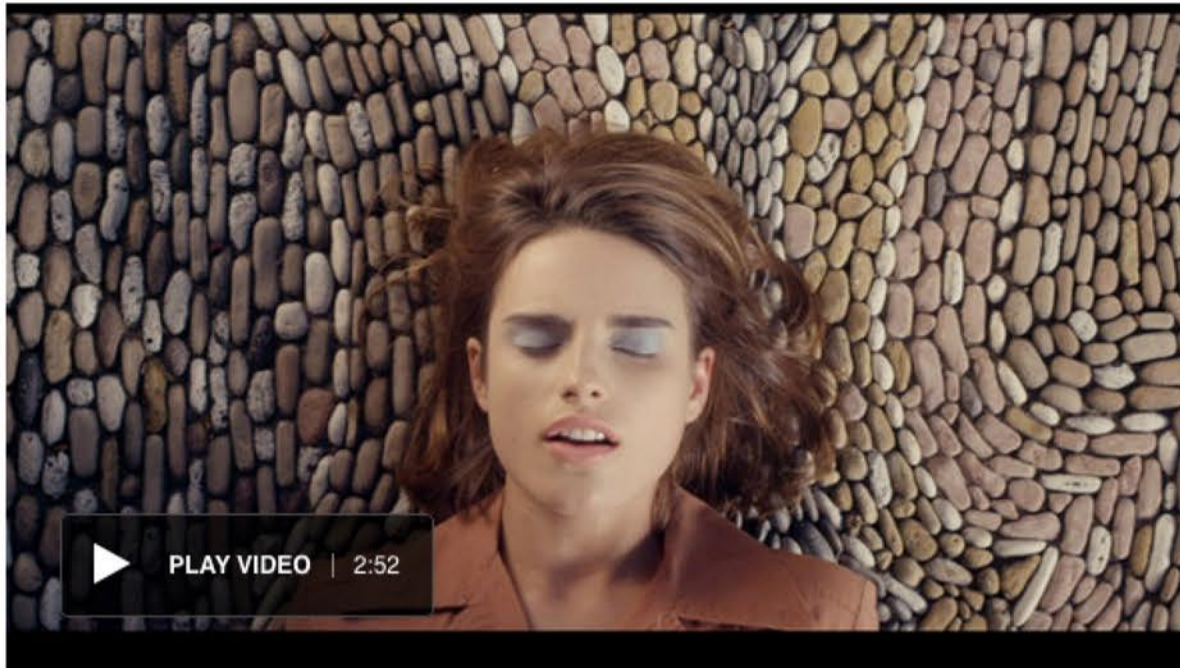


PERFECT PAIRING

A Downtown Fashion Sage Turns Her Eye to Makeup

WOMEN'S FASHION | BY BROOKE BOBB | MARCH 4, 2014 2:39 PM



Through her Lower East Side store, her **eponymous clothing line** and her styling work, **Maryam Nassir Zadeh** has built a cult following by curating clothing and accessories in vivid, unusual color combinations. Now, she's lending her creative prowess to the one-year-old cosmetics label **Make** for a rich new assortment of spring makeup shades inspired by Antonioni's 1964 Technicolor film, "Red Desert." Zadeh is part of a larger artist collaboration project set forth by Make, which has also commissioned the furniture designer **Faye Toogood** and the photographer/filmmaker **Erik Madigan Heck** to create palettes. In Zadeh's case, her collection, called "Celeste e Verde," was not only realized through color, but also through the medium of film.

In the short, shown for the first time here, the independent filmmaker **Alexa Karolinski** worked with Zadeh and the makeup artist Ozzy Salvatierra to bring the line's cool, contemporary California palette — powdery blues, bronzes and buttery yellows — to life. Shot in Zadeh's hometown of Los Angeles, it stars the artist and industrial designer **Ana Kras** wearing a series of vivid makeup looks as she wanders through gardens, bites a sharply hued tangerine, splashes in pools of water and, at one point, paints gold onto her skin with a brush.



The collection debuts this month at Barneys New York with nine products, including eye palettes, blushes, lipsticks, eyeliner and a lip gloss. The project, Zadeh says, "has a very personal aspect and relates to everything I do — my own designs, my styling, my curating."

Available at **We See Beauty** and **Barneys New York**.

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