

VOGUE

How to Wear Neon Eyeliner, According to Fashion's Favorite Cool Girl Designer



Maryam Nassir Zadeh's muses—be it *States of Undress* reporter Hailey Gates or Mozambican artist Cassi Gibson—may prefer to pair the designer's statement ensembles with untouched faces over any lacquered lip or extravagant eye, but if Nassir Zadeh's ability to influence what the women of the world are wearing is any indication, that's all about to change. "I'm a minimalist, but where I have my big expression is in color and texture," she said this afternoon, moments before staging her Fall 2018 show, as makeup artist Fara Homidi lined models' lashes with neon paint.

“It’s a pop of color that symbolizes something futuristic, something to look forward to,” added Homidi of the traffic cone orange, acid yellow, and flamingo pink strokes. Nassir Zadeh agreed, noting that while her cast’s clean complexions (bolstered with Make’s Moonlight Primer) and loose lengths were decidedly classic, the “electric bolts,” in contrast, were inspired by a vision of the future—one that, for the designer who just walked alongside her two young daughters in this year’s Women’s March, is deeply rooted in “the feminine.” Color with a cause. Now, that’s something her league of devotees can surely get behind.