

Summer 2015 Lipstick Tips and Trends

Written by Emily Ward



Similar to your [manicures this season](#), summer's trendiest lip colors are all vibrant, electric shades. While pale ballerina pinks are perfect for the springtime, why not be a little daring and try a bright hue as hot as the Arizona heat this summer? Here you will find the top lipstick tips and trends sure to make even the brightest summer day that much brighter.

Color Me Wild

After numerous seasons out of the spotlight, lipstick is 100 percent back in for summer 2015. At New York Fashion Week, unique and bold lips paired with summer-fresh bare skin took center stage once more after seasons of dramatic, smoky eyes. And the ladies of Tractenberg & Co., a New York City-based beauty and fashion PR firm, have just the color suggestions to nail this style at home. Plus, none of these lipsticks, crayons and glosses will break the bank, so get ready for one amazing summer filled with fun, bright looks.



Fuchsia

Fuchsia really stood out on the spring and summer runways this year, and not just because it's so vibrant. It's easier to master than hot pink and with its hints of both pink and blue, fuchsia is sure to brighten up every skin tone. Try Avon's Ultra Color Indulgence in Poppy Pink (\$9, avon.com) for a creamy and dreamy shade that's sure to give your skin just the right amount of pop.



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Lilac

Don't be skeptical! Although lilac may seem out of the ordinary for everyday lip wear, this light pinkish-lavender shade will soon become your new best friend. Try Burt's Bees Lip Crayon in Carolina Coast (\$9, burtsbees.com) for the perfect color to transition from your busy day spent out running errands to a night out on the town with the girls.



Peach

One of the more laidback versions of the hot orange lip trend, peach hues are sure to get you in vacation mode. This juicy shade will give you that desired, beachy vibe even if you don't make the quintessential Phoenix to San Diego drive this summer. Try Pür Minerals Chateau de Vine Mineral Lip Stick in Georgia Peach (\$18, purminerals.com) for a look that's peachy-keen.



Red

It's in our blood, our country's colors and it's the most classic when referring to the ultimate lip color: red. Rock a red-hot lip this summer when you are feeling you're most fierce and fiery. Try Clark's Botanicals Ultra Rich Lip Tint in First Kiss (\$19, clarksbotanicals.com) for a perfectly red pout that's sure to last all day.



Tangerine

Like its fruity namesake, a tangerine lip will make you look and feel as fresh as ever. Perfect for the summer months, there's sure to be a juicy and refreshing shade of tangerine lip color for everyone. Try Josie Maran Argan Infinity Lip and Cheek Creamy Oil in Timeless Coral (\$18, josiemarancosmetics.com) to master one of the summer's most mouthwatering looks.

Not Your Grandma's Lipstick

The lipstick process may seem intimidating, but by following these simple application steps, you're sure to be wearing fabulously bold lip colors on a daily basis this summer and beyond. You already know the best color options for the season, so here are the tips and tricks you'll need to avoid looking clownish with your lipstick, but still having it last longer than 10 minutes.

1. Most important is the need to prep your lips. To exfoliate, you can use a toothbrush, a sugar scrub or a washcloth dipped in warm water. Gently massage your lips in small circles.
2. Apply a soothing lip balm, and then proceed to do the rest of your makeup and get dressed. The longer the lip balm stays on, the softer your lips will be. Remove the lip balm (skipping this step will result in lipstick that doesn't adhere well).
3. Apply a thin layer of foundation to your lips. The foundation will act as both a primer and neutral canvas for your bright lip color of choice. (Make sure to smile when applying the foundation to fill in any cracks so your lipstick applies evenly.) Blot lips.
4. Line your lips with a pencil in the shade most similar to your natural lip color. Although lip liner may sound 90's, this step will prevent your lipstick from spreading across your lip line.
5. First apply lipstick at your Cupid's bow, outer corners and bottom of your lip (using a lip brush will provide the most control). Proceed to connect the dots as you fill in the rest of your lips. Blot lips then apply one final layer of lipstick.
6. Place your index finger in your mouth, close your lips around it and pull it back out to ensure any excess lipstick ends up on your finger and not smeared across your teeth.
7. Using a small makeup brush, touchup any mistakes on the edges of your lips with concealer.

Let the fun continue with these designer runway trends you can copy at home. Try a classic blood red like Burberry Prorsum by applying a bold red color all over with a brush, then blotting with tissue for the perfect matte finish. For smudgy, just-kissed stains like Topshop Unique, try smudging two similar shades together with your fingers for a diffused, ombré effect. Kabuki forwent the lipstick and used lip pencils to define the lip line as well as fill in the lips for a bold, stamped-on look. For an extra pop of color like Lucia Pieroni, apply lipstick all over the lips then blend with a cotton ball before adding a slightly brighter shade to the center of your lips.