

Millennial Beauty

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Inclusive beauty isn't just about which models we choose to be the face of our campaigns. Brands are now looking to foster inclusive beauty behind the scenes with makeup artists, stylists, photographers, and more. This shoot celebrates the gender fluid collaboration between makeup artist [Michael Brookes](#) and photographer [Sarah Isaacs](#). They created a spring beauty shoot highlighting the norms of skin, pores and all. Gone are the days of caked-on makeup: this imagery is moving us towards fresh, dewy skin and gentle emphasis on natural beauty. Commercial imagery often features overly airbrushed models with unnaturally flawless skin. This shoot instead aims to encourage young, up-and-coming beauty brands that less really is more.