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Carrie Dutcher's cherrystained cheeks and lips switch with...



...Gucci's blue-red lipstick and glistening skin.

RED-LIPPED SOPHISTICATE

When jewelry designer Carrie Dutcher, 31 (wearing her own vintage-chain pieces here), walked into the photo studio, everyone went crazy over her wavy hair. Rather than change it to match the sleek '40s coif created by Gucci hairstylist Guido Palau, ELLE shoot stylist Stacey Ross worked Kenra Platinum Texturizing Taffy pomade through Dutcher's dry layers to give them separation. For the Gucci face, Procter & Gamble global cosmetics creative design director Pat McGrath aimed for "intelligent glamour." She kept makeup to a minimum, but "It reflected a '40s aesthetic with the emphasis on groomed brows and a strong, cyclamen-red mouth," blended to match a swatch from one of the show's dresses. (The mix became the new Maximum Red CoverGirl IncrediFull Lip Color.)

Dutcher normally paints her lips with the sheer berry Vincent Longo Liquid Kiss stain. "This deep-red lipstick is aggressively sexy, the kind of look where your guy friends say, 'Well, well, what do we have here?'" Dutcher says. "It's more of a statement than what I usually go for, but I like it!"