



AW25: WHERE THE FUTURE OF FASHION AND BEAUTY COLLIDE

Backstage at Mark Fast's AW25 show, beauty was a daring and captivating blend of retro inspiration and forward-thinking innovation. Drawing inspiration from Mark's mannequins and the bold, iconic Grace Jones, Makeup Designer Sharon Dowsett, working with Weleda Skin Food, created an edgy smouldering look. Vampiric, stretched eyes with a striking red pop in the inner corners gave an alluring, dramatic effect—paying homage to Disco Beauty, a product gifted to Dowsett by her parents in the late '70s.

Brows were kept minimal, while cheeks were sculpted to perfection, adding depth and dimension. Lips were a statement of their own—deep red with darkened edges, brushed with hot orange at the centre to create a bold, sultry look. Dowsett also used Weleda Skin Food on the high points of the face to add a luminous, dewy finish, capturing a radiant glow and deeply nurturing skin.

Hair Lead Neil Moodie exuded a vampiric sensuality, with a sleek yet undone quality that felt effortlessly sexy. The styles had an air of darkness, evoking a mysterious, almost otherworldly vibe.

Each strand was sculpted with precision yet left to flow naturally, creating an intense contrast between structured elegance and untamed allure.

The hair radiated a raw, sultry energy, echoing the boldness of the collection, while maintaining a sense of shadowy elegance. It was a look that felt both haunting and magnetic, as if drawn from the depths of a dark, glamorous dream.

On nails, Jada-Elize created a sleek, high-shine finish, adding a polished edge to the beauty look.

The Mark Fast woman is a contradiction—elegant yet wild, rebellious yet romantic. She moves through the night like a whispered secret, caught between shadows and strobe lights, desire and defiance. Knitted straps sculpt the body, corseted silhouettes command attention, and chains weave through like destiny—unbreakable, yet fluid.

A pulse of '80s new wave lingers, with colour slashing through gothic black. Sheer fabrics clash with velvety textures, layered over sharp tailoring for a contrast both fierce and sensual. This is modern nostalgia—bold, boundless, and beautifully undone.

Backstage beauty reflected the essence of Fast's visionary collection—a collision of past and future, where mannequin-inspired perfection met the fearless glamour of Grace Jones, creating a powerful, forward-thinking aesthetic.



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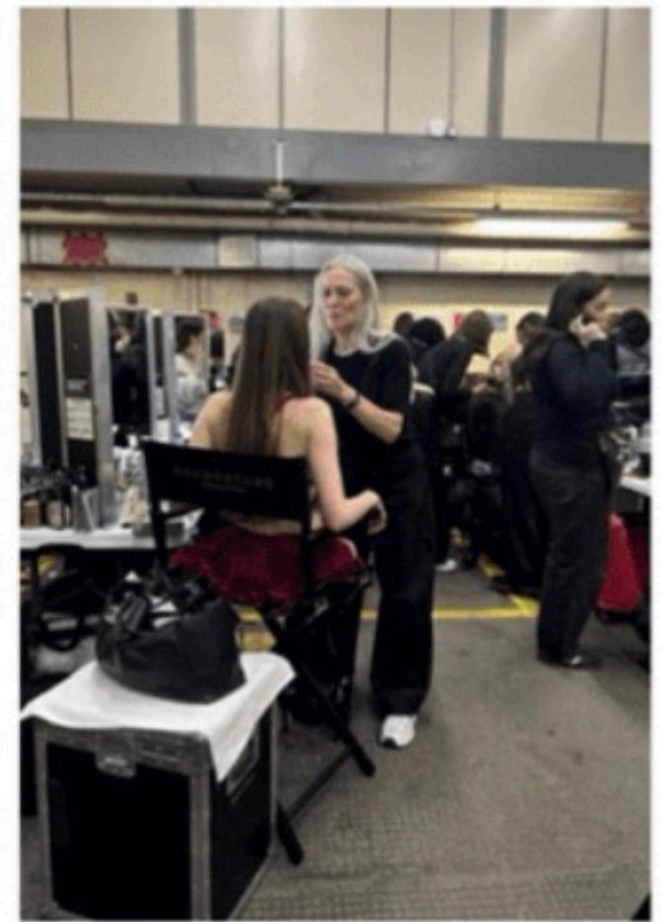
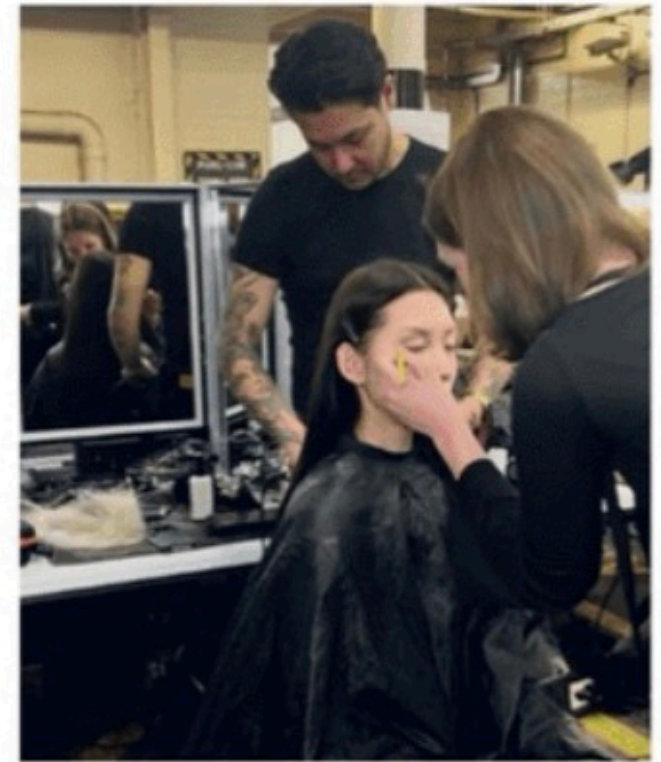




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Backstage Photography: Astrid Kearney
Catwalk Photography: Ikar Adams & Ashley Lin

