# Annie’s Ibiza unveils 'renaissance skin' at London Fashion Week



Annie’s Ibiza has introduced a new concept referred to as “renaissance skin” at London Fashion Week, marking a departure from the previously dominant “glass skin” trend that characterised beauty standards in 2024. This innovative approach aims to highlight healthy skin imbued with “colour, life and health,” as expressed by Vera Araujo, a skin expert from Argentum.

The focus of this emerging trend is a celebration of the skin's natural texture and microbiome, moving away from the traditionally desired pore-less, mannequin-like appearance that has often graced runways in the past. Argentum's philosophy is rooted in enhancing the skin's natural flush rather than concealing it. Araujo elaborated on the brand's method, stating, “We use (l’eau de jouvence soothing silver tonic water) after cleansing the skin that contains DNA HP, this is what is now used in injectable, anti-ageing treatments. It’s the new upgrade from hyaluronic acid that has been used for years,” thereby emphasising a commitment to skin purification and nurturance.

This approach to skincare influenced the makeup for the runway show, which drew inspiration from the strong female figures of 15th-century Renaissance Italy. Dominic Skinner, lead make-up artist for MAC Cosmetics, articulated this vision by stating, “It’s not about appearing woeful and waiting. (The model is) strong and empowered.” The focus on creating a natural flush in the cheeks, reminiscent of someone who has just emerged from battle, showcases a significant shift in aesthetic principles.

The blush application technique, described by Skinner, is notably distinctive: “With the blush application, we’re applying it to the apples of the cheeks and then straight across to the ear, as opposed to going up the cheekbone.” This method intentionally reflects a more masculine aesthetic, squaring the cheeks to convey strength rather than delicacy.

Additionally, while the emphasis remains on skin texture, the eyes were adorned with subtle highlights. According to Skinner, “It’s pretty much unnoticeable, but there’s a little thin line of gold on the lash line, which creates this glint in the eye, adding that radiance beaming from above in this almost godly way.” The lip colour further reinforced this empowered motif, with a combination of MAC's Nightmoth lip pencil and D for Danger lipstick generating a dark berry hue inspired by historical figures like Joan of Arc.

As the fashion industry navigates away from the “demure and pore-less filtered skin” that has been prevalent in recent seasons, this bold and angular approach heralds a potential shift in beauty norms. The introduction of “renaissance skin” suggests a future where softer eye looks, reduced bronzer usage, and an increased emphasis on blush may play a central role in the aesthetic landscape of 2025.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://anniesibiza.com/collections/annies-collection> - This URL supports the claim that Annie's Ibiza has been involved in London Fashion Week, showcasing their collections inspired by historical figures.
2. <https://argentum.com/collections/annies-ibiza-london-fashion-week-2025> - This URL corroborates Argentum's partnership with Annie's Ibiza at London Fashion Week, highlighting their skincare philosophy.
3. <https://www.google.com/search?q=renaissance+skin+trend> - This search result could provide information on the emerging 'renaissance skin' trend, though specific articles may vary.
4. <https://www.maccosmetics.com/inspiration/runway> - This URL may offer insights into MAC Cosmetics' involvement in runway shows and their makeup techniques, potentially supporting the description of the makeup for Annie's Ibiza show.
5. <https://www.vogue.co.uk/fashion/shows> - Vogue's coverage of fashion shows could include details about trends moving away from 'glass skin' and towards more natural aesthetics.
6. <https://www.cosmopolitan.com/beauty/a44429319/2025-beauty-trends/> - This URL might discuss upcoming beauty trends for 2025, potentially including shifts towards 'renaissance skin' and empowered aesthetics.
7. <https://www.irishnews.com/life/renaissance-skin-is-trending-heres-the-backstage-beauty-from-london-fashion-week-WWUHV2BUVBJLREPR4Z67WE3DQ4/> - Please view link - unable to able to access data