meow!

Giada's favorite makeup artist, Julie Morgan, shows her how to make the perfect cat eye—plus how to make it a little wilder for Halloween.

Working with someone as long as I have worked with Giada gives me an opportunity to create a real range of makeup effects, from the casual chic look she prefers when she shoots her TV show, to more glamorous makeup and hair for red carpet events. But my very favorite collaborations are the wild and theatrical looks we've come up with for Halloween. This is the day of the year you can be whatever you dream or your favorite star, and dressing Giada up for Halloween is almost like transforming her into an action hero! As an artist I get to be extra creative and use products that I don't use every day; it's the time to get out the vibrant color palette, lashes with splashes of jewel tones, and dramatic wigs.

Over the years we've done so many fun looks for her cooking show, Giada at Home. There was the year I did her up as a cowgirl, with braids and big freckles. For Elvira I got to nudge Giada out of her glowy, bronzed comfort zone with pale white skin, overdrawn spooky brows, and pointy sharp red-and-black shellac nails, every element taken to the extreme. Probably the most memorable was when Giada turned pop star for the day as Katy Perry. We went for candy colors

from head to toe, with a SweeTart purple wig, rainbow eyelashes, and cotton candy pink lips and cheeks.

For those a little less adventurous, my favorite easy Halloween makeup is a classic cat eye. This look is having a major comeback moment right now and it's surprisingly simple to do; add some wild fake lashes, kitty ears, and a few whiskers and you have a practically instant and totally glam holiday getup. Scroll down for a step-by-step demo and give it a try this Halloween. ▪
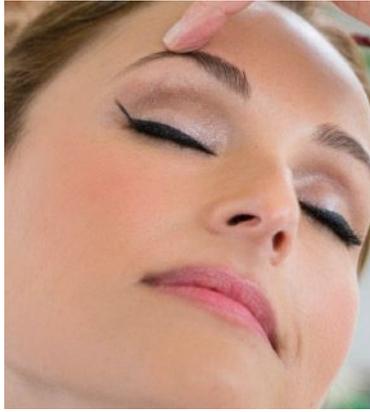

step 1

To start, I usually use a pencil or a fine eyeliner brush and gel eyeliner. Feel free to use whichever works best for you. If you're using a brush, make sure it's dry, and use a generous amount of the gel. Begin by drawing a line along the top lash line, from the corner of the eye toward the outer corner.

Step 2

Holding the brush at an angle, draw a short angled line from the outer corner of the eye toward the tail point of your brow.

Step 3

With the tip of the brush, draw a line starting right above the center of the pupil toward the top of the angled line, creating a triangle.

Step 4

Using short strokes with the brush, fill in the triangle with gel eyeliner.

Step 5

Line under the eye, connecting the bottom line to the winged line at the outer corner of the eye. Voilà—the classic cat eye!

Step 6

For extra drama, line the inner rims of the top and bottom lids.
Then add whiskers for a Halloween cat effect.