BROWS get big
When Cara Delevingne fronted the 2011 Burberry campaign, she quickly became THE poster girl for bushy brows. "She really is the trend-setting brow icon of our age," says June Jensen of global information company The NPD Group. "By the end of 2014, the look was mainstream." Cue a boom in brow kits and bars, with a groomed arch now an integral part of our beauty ritual.

15 moments that rocked the beauty world

To celebrate GLAMOUR's big 1-5, Grace Timothy dips into our archives to find the products, trends and red-carpet looks that changed EVERYTHING

BEAUTY VLOGS go viral

In 2009, Michelle Phan quit her job to focus on her beauty vlog, YouTuber Lauren Luke launched her own make-up range with Sephora, and the biggest beauty vloggers of today, including Tanya Burr, started their make-up shop. But why did they all become so successful? "Beauty vloggers have given every woman access to expertise," says Anna-Marie. "Vlogs have empowered all women in the application of beauty, providing more relevant product purchases."

CHARLOTTE works her magic

Charlotte Tilbury bites better than most when it comes to making-up celebrities. Her Hollywood-approved CV includes Cate Blanchett, Kate Winslet and Nicole Kidman. Recently, the 'Queen of Nude' launched her own range, Charlotte's Magic Cosmetics, which includes the Magic Foundation (£38, charlottetilbury.com) and the Magic Eyeshadow Quad (£30, charlottetilbury.com).

we learn our ABCs

Originally a post-surgical skin soother developed in 50s Germany, then a huge hit in South Korea, BB cream remained under the radar in the UK until Garnier launched Miracle Skin Perfector Daily All-In-One B.B. Cream (£9.99) in 2011. The 'alphabet cream' market exploded from a value of £7million in 2012 to £36.6million in 2013*, when BB cream were joined by CC creams.

*Nielsen data, for MAT (Moving Annual Total) to 29 December 2013 for Nielsen's Retailer Market Monitor (RMM) Beauty Care Skin Care Facial Care Moisturisers Anti-Age Moisturisers Sales Value Total Market

BONO GETS THE CHOP
Sienna Miller's signature bob for her boho waves before chop! premiered a single film. Then, in 2005, she topped it all off to play Edie Sedgwick in *Factory Girl*. With one haircut, Sienna had switched the mood from boho and upheaved in a hot new trend. "It was ground-breaking," says her hairdresser, Luke Hersheson.

hero POLISH

Mani-mins got a makeover in 2010 when CND Shellac came of age – up to three weeks of chip-proof shine. "The launch was astonishing," says nail industry stalwart, Marian Newman. "Whereas gel enhancements had previously been thick and more niche, it looked just like traditional polish and was easily removed."

OMBRE takes off

Ever spotted in 2010 "sun-kissed" tresses, you got to grow your mane and whole rocking a red-carpet trend. LA hair-weaver Tracey Cunningham (pictured) began with model Lily Aldridge, Drew Barrymore and Jessica Biel, before filtering down to UK salons. "You get all the lovely highlights, but without the harsh regrowth," says Cunningham, who invented the technique in 1991 under Jennifer Aniston's ▶

STRAIGHTENING HEATS UP
In 2001, curly haired girls and frizz sufferers were given a chance at poker-straight curtains: glad had landed. "It changed styling forever, both in and out of the salon," says hairdresser to the stars Adam Reed. "Suddenly, anyone could perfectly style hair with one pass of a ghd style." Today, ghd sell four styles every minute.

CONTOURING explodes

Shade & Illuminate (£8 Sun Fool), Chocolate Soleil Bronzer (£21 Too Faced)

2012 saw Kim Kardashian Tweet photos from a session with contouring pro Scott Barnes. The result? A collective, "So, that's how she does it", which sent product developers rushing to create a kit that made it easy to achieve. "That shot was the ultimate expression of the power of contouring," says Anna-Marie.

PASTEL power

15 YEARS OF WINSLET WINS

Our first cover star proves that some haircuts

NAIL ART takes over

Pastel hair burst onto the beauty scene in 2010. Bleach blonde tresses up the ante with Lily Allen among the first in line. Katy Perry and Nicole Richie followed suit, turning the red carpet a pale pink shade with their new 'dos. "Initially I saw this as a micro trend, but its endurance has been amazing," says celebrity hairdresser Jack Howard at Paul Edmonds.

In 2009, Shamadean Reid took nail art to the masses with her first Mani Nails salon, some banging trends at LFW and a Selfridges pop-up salon. Nail art had gone mainstream, and a slew of DIY self-out products followed. Barry M's Instant Effects in Black sold 10,000 a day at its peak. ■

nails are timeless, while also rocking new red carpet looks. Here are GLAMOUR's top 15 Kate 'dos.

MINERAL goes mainstream

Original SPF 15 Foundation (£25, bareMinerals)

When bareMinerals' Original Mineral Powder Foundation launched in 1995, mineral make-up went from being a clinical dermatologist cover-up to a new way to wear foundation. "I think the lightness and the lack of water and oil made it a go-to format for many women," says BeautyMART's Anna-Marie Solloway.

AMY redefines RETRO EYES

Black liner was always part of Amy Winehouse's look, from Ronnie Spector's 'Frankenstein' cut for the 2006 release of Back To Black – and it struck a chord. It's inspired countless tutorials and still crops up on the catwalk. "What a fantastic champion an extreme flick," says Anna-Marie. "Her legacy goes beyond her music – that look has become part of a library that still gets revisited."

Fixed Icon (Glow By JLO £18.00 for 30ml at Boots.com), Gentleman (£29 for 50ml EDP Britney Spears)

J.Lo launches Glow

In 2001, Jenny from the Block blew the celebrity scent game apart, with her debut perfume, Glow, making $100million in its first year. Suddenly, fragrance was the ultimate sideline, and two years later, Britney's Curious made the same amount in five weeks.