

Barbara Palvin wears Winged Precision for Inglot Fall '25 Campaign

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In the campaign, Palvin doesn't simply model beauty. Rather, she invites the audience behind the scenes. A bare shoulder, a pot of gel liner, and an angled brush set the scene. The background remains plain white. Subsequently, those elements draw full attention.

Her gaze remains steady. Meanwhile, her expression communicates confidence. Her skin glows naturally; the campaign avoids jewelry or ornate embellishment. Thus, focus stays on her eyes.

Winged Liner in Motion

The hero of the visuals?

A bold, clean winged eyeliner shape. Palvin holds black gel liner with one hand. Meanwhile, the other guides an angled brush with clinical precision. Each stroke looks deliberate. Moreover, every line is unapologetically graphic.

This style recalls high fashion photography. Specifically Helmut Newton's arresting portraits. Also, backstage Polaroids from early 2000s runways. Equally, it evokes ritualistic preparation before showtime.

Styling Minimalism and Contrast

Styling remains spare by design. Palvin wears a black off-the-shoulder top. The dark top frames her collarbones and enhances contrast. Hair falls in soft brown waves around her face. Lips are slightly parted to hint at raw emotion. Consequently, the campaign feels more personal.

Each detail serves purpose. No accessory distracts. Lighting and framing accentuate her features instead. Skin appears untouched but luminous—almost glowing from within. As a result, eyes and expression tell the story.

Mood Over Makeup

In this campaign, makeup becomes medium, not message alone. Rather, the mood leads. Palvin's expression conveys strength, poise, and artistry. Meanwhile, the winged liner symbolizes precision and intent. Ultimately, Inglot achieves more than beauty—it honours ritual.