

Pop-Colour Eyeliners: The Viral Makeup Trend You Need to Try

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Coloured Eyeliners Become a Viral Beauty Trend Worth Shopping Now

In the world of makeup, sometimes the smallest product can make the biggest splash — and right now that's exactly what's happening with **coloured eyeliners**. Once overshadowed by classic black, these vibrant liners are gaining immense popularity on social media platforms, where beauty creators and makeup lovers are using them to create standout looks.

Why Coloured Eyeliners Are Trending

Social media platforms like Instagram and TikTok have played a major role in turning coloured eyeliners into a viral beauty phenomenon. Videos showcasing playful eye art, bold graphic lines, and creative colour combinations have inspired users to experiment beyond traditional makeup boundaries. This shift reflects a broader trend of makeup that's expressive, fun, and highly individual — ideal for both everyday wear and special occasions.

Experts say that coloured eyeliner is an easy way to elevate your makeup look without needing a full palette of eyeshadows. Bold greens, electric blues, neon pinks or even pastel tones can instantly draw attention to the eyes and create a striking contrast that's perfect for photos, videos and real-world events alike.

How to Wear the Trend

Coloured eyeliners can be styled in many creative ways:

- **Classic pop of colour:** A solid coloured line along the upper lash line for a subtle yet eye-catching effect.
- **Graphic artistry:** Double wings, floating liners or geometric shapes for a more editorial finish.
- **Mix and match:** Layering two shades together or pairing a bright line above a classic black for a unique hybrid look.

Because these liners come in so many finishes — from matte to metallic — they can be worn for different moods, outfits or seasons. A sunny yellow or pastel blue might be perfect for spring and summer, while jewel tones like emerald or violet add depth in evening looks.

Products That Make the Trend Easy to Try

The growing demand has also led to an increase in colourful eyeliner offerings, with many brands now retailing pencils, gels and liquid liners in vibrant hues. Indian shoppers can find a variety of colourful eyeliners online that make experimenting with this trend accessible and fun.

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