



“Best Fake Tan Ever”

- Harper's Bazaar Magazine





Harper's BAZAAR

BEAUTY

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NEW BRONZE AGE

Is a golden tan the accessory of the moment? Some say yes, while others take pride in being pale. Here's the latest on getting a faux glow. Photographed by Richard Burbridge

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THE BEST FAKE TAN EVER

It's gorgeous, streak-free, and fashion's current obsession:

Fantasy Tan.

The previously pale Camilla Morton explains why she's completely addicted.

The first time I heard about Fantasy Tan was right after the fall collections. I couldn't help noticing that several of the models, editors, and especially designers, including Michael Kors, John Galiano, and Stella McCartney, had one trend in common—a deep, just-back-from-St. Barts glow. Clearly, they hadn't had time to pop off for a week in the sun, but this didn't look like the telltale color from a bottle of self-tanner.

Whatever it was, I wanted in. Looking as bronzed as someone like Gisele has never been high on my list of aspirations, but a tan has become one of those must-have accessories. Givenchy designer Julien Macdonald always sports a seriously sun-kissed look, so I give him a call to see if he has any advice on how to get one. Turns out that he swears by a tanning bed. "Bodies look much sexier, much healthier, with a tan," he says.

I make a few more inquiries, and finally, one glamorously golden insider slips me the fashion set's secret: Fantasy Tan. It's a process that uses an airbrush machine to spray a mist of tanning solution from your feet to your face, and it's available in a growing number of locations in the U.S. "Imagine walking into a beauty salon and leaving 20 minutes later with a perfect, streak-free, just-off-the-beach tan," reads the promotional leaflet. I immediately book an appointment and head to the salon.

Once there, Kate, my tanner, whisks me into a private treatment room and hands me a pair of minuscule paper panties that make dental floss look concealing. I've been told that with a tan, you feel better, look better, and give the impression that you lead an enviable lifestyle. However, the harsh reality of the situation sets in as I gingerly strip. Far from cruising the waves in Costa Rica or relaxing poolside in Saint-Tropez, I am being sprayed by a stranger while wearing the least fetching lingerie on the market. ►

A close-up, high-angle portrait of a woman's face, focusing on her eyes, nose, and lips. The lighting is dramatic, highlighting the texture of her skin and the intensity of her gaze. The image is overlaid with four instances of the text 'Copyright Harper's Bazaar Magazine' in a light, semi-transparent font.

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BAZAAR BEAUTY

"Put your hands against the wall and spread your legs," says Kate. I feel like I am being arrested, vanity my only crime. My eyebrows and nails are covered with Vaseline, my face is wiped of any makeup remnants, and my hair is twisted back in a natty Elizabeth Taylor–esque turban. A tickly sensation starts to twist up my legs as Kate maneuvers the airbrush apparatus a few inches away from me. Rather than spraying up and down, she uses circular motions to ensure that there are no lines and no streaks. The solution is tinted, so Kate can see where the tan is settling and adjust the amount of spraying. When she gets to my face, she instructs me to close my eyes, hold my breath, and raise my arms when I need to come up for air.

Kate tells me to go home and avoid showers and exercise. I'm to return the next day for a second coat, which will intensify and prolong my tan. The following morning, I stagger, bleary-eyed, into the bathroom and screech when I see myself in the mirror. I had forgotten about the tan, and the shock of acquiring it without the usual agony is a revelation. **I'm a gorgeous shade of caramel, and, after a very critical examination, I can't find a single streak.**

At work the next morning, people politely ignore that I am a completely different shade from the day before. Later, I return to the salon for another fix. I leap into my panties and prepare to be sprayed down. "Did you moisturize this morning?" asks Kate, who had told me to apply body lotion to help prolong the tan. Oops, I forgot. I spent the whole morning trying on skimpy tops and adjusting shades of lipstick to best show off my new color.

Job done, I head off into the night, seeking approval and opinion on the new look. Although I am advised to stay in and dry, you can't let a tan control your social life! They are very impressed at my local bar; well, at least the men are. They all want to buy me drinks, while their girlfriends want to kill me. People are very interested in where I went on vacation and if I had a nice time. "Do you have tan lines?" leers one man. **The color is so realistic that you have to become a storyteller.** Otherwise, you risk disappointing the people who want to hear about your trip to Bali or Bequia rather than your visit to a nearby salon. A few free drinks and a handful of business cards later, I decide to call it a night.

The next day, I shower, leaving an ugly brown residue in the tub, but I step out as a golden girl. I went to get my Fantasy Tan expecting to hate it, and now **I'm completely obsessed. This is the tan we have all been waiting for,** the Birkin bag of being bronze. (I refer here to the bag's high quality, not its leathery texture!) You're probably wondering if there are any drawbacks. **The color lasts only about a week, but it fades nicely.** Until you shower, the product does rub off on your clothing and leave ugly-looking stains. Then there is the sudden desire to show vast quantities of natural-looking, streak-free flesh. And the fact that I got mistaken for Britney Spears while walking down the street? I'm not complaining. **Instead, I've booked my next Fantasy Tan appointment.** ■

WHAT IS FANTASY TAN?

It's an airbrush system that sprays a self-tanning solution over your entire body.

Pros: No sun damage. **Complete, streak-free coverage.**

Cons: Lasts approximately seven days. Initial color rubs off onto clothing and sheets until you shower.

THE BEST SELF-TANNERS

If you'd rather tan at home, try these top products:

Clarins Self Tanning Milk SPF 6 (\$25)

Bain de Soleil Radiance Eternelle Self Tanning Crème (\$14.99)

Clinique Face Self-Tanning Formula (\$15.50)

Coppertone Endless Summer (\$11.99)

Estée Lauder Sunless SuperTan for Face (\$19.50)

Lancôme Flash Bronzer Self-Tanning Mousse (\$27)

Neutrogena Sunless Tanning Foam (\$8.45)

TAN VERSUS PALE

Made in the shade? Fun under the sun? Fashionistas seem split over sunbathing.

Hedi Slimane



Tom Ford



Carolina Herrera



Donatella Versace



Marc Jacobs



John Galliano




Nicolas Ghesquière



Michael Kors





*Wow!
Awesome tan, you just
get back from vacation?*



"ah yeah, sure...vacation"

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that you have to become a
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Original Fantasy Tan,

As REAL As It Gets

FANTASY TAN®
CREATORS OF SPRAY TANNING