

# Painted in Power: How Blue Eyeshadow Became a Symbol of Women's Liberation



experimenting with vibrant eye looks, and blue is the main character of it. They are unapologetically sending the clear message that beauty has no rules, and self-expression should not be limited or set by men and their preferences.

So, next time if you see someone wearing a swipe of vibrant blue across

the eyelids, just remember that it is not just makeup. It is a legacy of individuality, refusing to be invisible. It is about making bold choices, and about a long journey of self-expression and liberation.

**By Faria Nowshin Tazin**

**Photo: LS Archive/ Sazzad Ibne Sayed**

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their own choices that they never could before, and by their makeup, they were reflecting this new sense of freedom and independence.

Blue eyeshadow became a powerful way of showing confidence and rejecting the traditional notion of "acceptable" beauty standards in society that a woman should always look soft, pale and invisible.

This sense of self-expression carried on into the 1970s and 1980s, when being an individual became more important for women than before. During this time, blue eyeshadow got a new layer of meaning. Women's presence was in music, film and corporate jobs, and they chose to

embrace bold makeup to break free from conformity.

The brighter and bolder the colours, the stronger the message it presented that "I decide who I am, what I want and how I present myself."

Blue eyeshadow became associated with working-class women and subcultures, which symbolised freedom and personal choice. It erased the lines between "high fashion" and "everyday rebellion", making it accessible to anyone who wants to wear it.

Fast forward to the 2020s, and social media has played a major role in the return of blue eyeshadow's popularity. Different platforms are filled with creators who are





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