

December 11, 2015

HUFF POST STYLE

Edition: U.S. ▼



Follow



Newsletters



Huffington Post Search

FRONT PAGE

ENTERTAINMENT

CELEBRITY

WOMEN

WEDDINGS

TRAVEL

HOME

PARENTS

ARTS

HUFFPOST LIVE

ALL SECTIONS

Style • Fashion Trends • The Beauty Page • Models • Michelle Obama • Celebrity Style • Fashion Week • Plus-Size Style • La Dolce Vita

THE BLOG

Featuring fresh takes and real-time analysis from HuffPost's signature lineup of contributors

HOT ON THE BLOG

Rep. Steve Israel

Vivek H. Murthy, M.D.,

M.B.A.

Anne-Marie Slaughter

Naomi Klein



Ada Polla

♥ Become a fan



Co-creator, Alchimie Forever

Art and Beauty, Beauty and Art...

Posted: 12/09/2015 4:29 pm EST | Updated: 12/09/2015 4:59 pm EST

The coming together of the world of visual arts and the world of beauty (and fashion) is nothing new. I still have the special edition Jeff Koons bottle that Kiehl's introduced a few years ago, and continue to be fascinated by the collaborations between NARS makeup and various visual artists, among other brands. After all, art is another way of expressing beauty.

Beyond working with artists as brands, skin care brand founders are sometimes artists themselves (such as Dr. Murad who loves to paint), or gallerists. Case in point, Barbara Polla, co-founder of Alchimie Forever and owner of the Geneva and Paris based contemporary gallery Analix Forever.



Courtesy J Serve

Her latest star is French drawer Julien Serve, the star of her stand at the recent Turin, Italy artfair Artissima.

Serve was born in 1976 in Paris, where he lives and works. He graduated from the Beaux- Arts Paris-Cergy. Julien Serve comes from painting but explores every artistic medium: photography, video and particularly drawing. In 2012, the artistic director of the Printemps de Septembre of Toulouse chose to show one of the artist's work "194 Flags". Serve recently participated in a collective exhibition at Magda Danysz Galleries in Paris and Shanghai for which he drew more than a hundred drawings freely inspired by sketches of major haute

couture designers from the 21st century. Paul Ardenne, art critic and curator, decided to exhibit Julien Serve's new works in October 2015 on the occasion of Art No- mad Biennale.

Most interestingly perhaps to the US market, he recently created a series of portraits of some of the leading magazine editors in the beauty industry, adding media to the marriage of art and beauty.

Move over Drawbertson... or rather, make room for the French Serve!