

# THE RULES ACCORDING TO

# DOM

SOCIAL MEDIA SENSATION DOMINIC PORRAS - AKA DOM SKII - IS ONE OF THE BRIGHTEST STARS ON THE INTERNET, USING STYLE AND MAKE-UP TO CREATE A DAZZLING ARRAY OF LOOKS. HERE, HE SHARES WHERE HE FINDS INSPIRATION, WHY HIS PLATFORMS ARE A SAFE SPACE, AND MORE.

**T**hey say you should never meet your heroes, but Dominic Porras has not only met his idol, the American make-up artist Patrick Starr, he was personally invited to a make-up session at Starr's LA home.

"He's like my Batman," Dom laughs. "It showed me the power of having a strong community, the power of social media and how far being kind gets you. I admire so many of Patrick's qualities - his tenacity and resilience and not taking no for an answer when it comes to work."

For Dom, who was born in the Philippines and moved to regional Western Australia at a young age, the encounter also confirmed that his dream of becoming an online creative was worth pursuing. Just a few years later, at the age of 21, Dom has already become one of the country's boldest voices, using make-up to create head-turning looks. He's entirely self-taught, but it could be said that this kind of expression is in his blood.

"In the Philippines, I was surrounded by drag queens. Beauty pageantry is very big there and they celebrate it," he says. "So from a young age, the whole notion of men wearing

make-up was really normal to me. I'm very fortunate to have had that upbringing."

He started experimenting with colour and style while still in high school, racing home to film make-up tutorial videos.

"At that time I didn't know it would turn into this, it was purely passion," he says. "And obviously when you first start doing something, it's not going to look great. Looking back at it now, I'm like, 'Oh, that's cute'. But I was enjoying the process and perfecting my craft."

When planning the three looks for our photo shoot, Dom stayed true to his gen-Z style, with plenty of bold colour, a lot of graphic eyeliner and a little bit of bling.

## USING HIS PLATFORM

More than just a beautifully made-up face, Dom has also partnered with major beauty brands to use his platform to celebrate diversity and representation, issues that are close to his heart.

"Representation is very important. There aren't a lot of South-East Asian boys out there who do

make-up within the social media space. I always try to look for people to connect with."

He works hard to make sure his platforms are safe spaces where his followers feel comfortable expressing themselves, deleting any hateful comments and creating content that's specifically designed to invalidate hate speech. And he's also following in Patrick Starr's footsteps by supporting budding new talent within his community.

Along the way, these four principles help guide Dom's work and keep him focused on creative expression.

## 1. Enjoy the process

"Looking back, at the start I chased perfection and that's such a dangerous path to go down because you miss important milestones in your growth in the early stages. Now I reckon you should just enjoy the process and keep it fun."

## 2. Be bold

"There was a point where I [realised] that fearing the judgement of others is not going to help me at all. Now I try to just focus on what I want. >




From the day we're born, we're so conditioned to conform - but that's just not me. I don't want to be like that, I want to create."

**3. Like, follow, explore**

"I gather my inspo from a lot of creators around the world and specifically curate my social media feeds to follow people who inspire me. I follow a lot of POC [people of colour] creators, like Rowi Singh from Australia and Mei Pang from Canada. There's a lot of raw talent out there, it's amazing."

**4. Inspiration is everywhere**

"If I'm out and about and an idea comes to me, I make a note of it. Then I'll refine it, sketch it out and write a description. I could literally just be walking in the street and see a rock that inspires me - it's very spur of the moment. But most of the time I just sit down, play some music and see what comes to life." 

STRIKING A POSE

Dom loves being creative and playful in his make-up looks. Here are some of his favourites.



SHINE ON

"I like a glam look with lots of shimmer. I've even added some glitter around the eyes, and rhinestones also look great. Keeping the skin and lips matte adds a nice contrast to all the shine."



ELECTRIC FEELS

"I really love graphic eyeliner and incorporating colour into my style, and this look has both. A graphic line looks amazing when it's teamed with a sheer base on the skin."

DOM'S *everyday essentials*

Off camera, these are the products he can't live without.



**SIMPLE SKINCARE**

"Over time, I've learned that simplicity is key in skincare.

Neutrogena's Hydro Boost range is a cult classic - it's been around for so long and it's very reliable."

**TRY:** Neutrogena Hydro Boost Water Gel



**LIGHTWEIGHT COVERAGE**

"If I'm having a good skin day, I won't put any face make-up on. Other days, I'll just apply a little skin tint."

**TRY:** Maybelline New York Fit Me Tinted Moisturiser



**GROOMED BROWS**

"I always curl my lashes and apply a tubular mascara, and I love a really strong brow gel."

**TRY:** L'Oréal Paris Plump & Set Brow Artist Transparent Serum



**FRAGRANCE-FREE BODY CREAM**

"I've been using Cetaphil since high school - my mum was adamant that I use it. Now I use it every day."

**TRY:** Cetaphil Moisturising Lotion



**A CLOSE SHAVE**

"Gillette's SkinGuard range is just amazing, as is the shaving cream that goes with it."

**TRY:** Gillette Labs Razor with Exfoliating Bar



