

2021.11.25 Journal. [【Vogue U.S.】 features SHAQUDA as one of the Best Makeup brushes 2021 for Every Task.](#)

VOGUE

FASHION BEAUTY CULTURE LIVING RUNWAY THE GET VIDEO GOOD MORNING VOGUE

Japanese brands like Shaquda, Chikuhodo, Koyudo, and Bisyodo are prized among makeup artists and collectors, who value the softness and unique touches like lacquered handles and hand-painted floral embellishments. The attention to detail is what separates the brushes from the competition; purchasing a fude tool is an investment intended to last a lifetime. Some rarer creations have price tags that can run into the hundreds and are (usually) reserved for a display case rather than daily use. “They are entirely handmade, including the sorting of bristles to ensure only the finest quality are selected to hand-bundling the bristles into various shapes,” says Fujiyama. “Bristles are left uncut to take advantage of the fine natural tips—this is what gives them the difference in softness, product pick-up, and smooth application.”

Why splurge on the fancy option? It’s all about elevating your makeup moments from routine to ritual. “It’s about more than the functionality,” says Osahiro Maruyama of [artisan brush company Shaquda](#), whose all-wood Ubu line has won awards for innovation in design. “The designs can connect to your interiors or style. They’re brushes that are beautiful even when they’re just resting on your table [because] it enhances the experience you have while getting ready each day.”



Shaquda UBU 5 Brushes & Stand



Chikuhodo MK-KO Carp Powder Brush

Link in bio → <https://www.vogue.com/article/best-makeup-brushes>

Featured items. [Shaquda UBU 5 Brushes & Stand](#) , [Shaquda OWN Concealer brush 780](#) and, [Shaquda OWN Blend in brush 756](#)