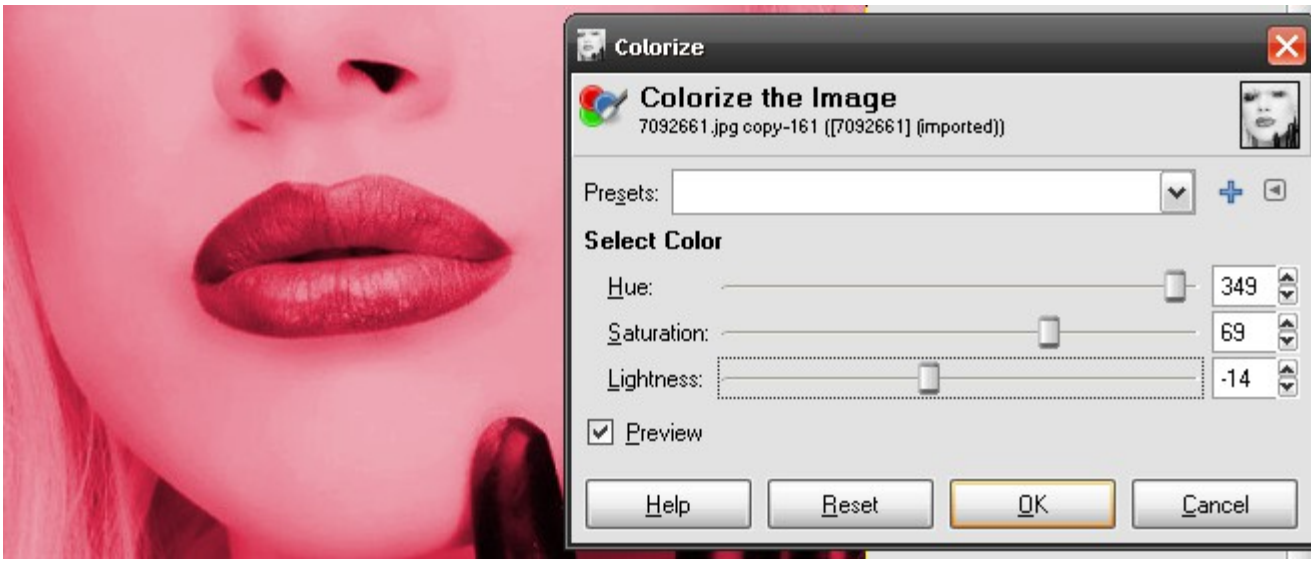
I used this image here, but this works with any BW image. You can even desaturate a color image and recolor it to your own liking with this technique.



So, let's get started. Open your chosen image in GIMP and if needed, desaturate, to remove any sepia or blue hues that might have been used to enhance the BW effect. Then duplicate this layer.
The bottom layer will always be our template layer and any coloring we do will be on a copy.




Now go to Colors > Colorize. Pick a shade you want, in this case I'm going to make her lips very red. Note that you can shift the lightness and saturation as well as just the color to arrive at the desired tone you have in mind. When you have what you're looking for, click OK. The whole layer should now be the shade of your selected target. This is normal.

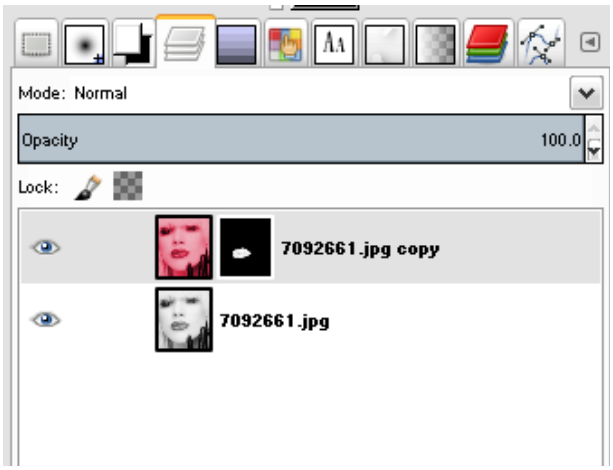


Right click this layer in the layers dialog and add layer mask. Make it black, full transparent. The hue should disappear from your image and you are now ready to paint in the lips. Use a soft brush. I often use just the airbrush tool. Make sure to follow the natural line of the target area.



Paint in white on the layer mask until the desired area is filled with the color of that layer. All of the shadows and details of the original image should be perfectly preserved. When you are finished, you will arrive at something like this.

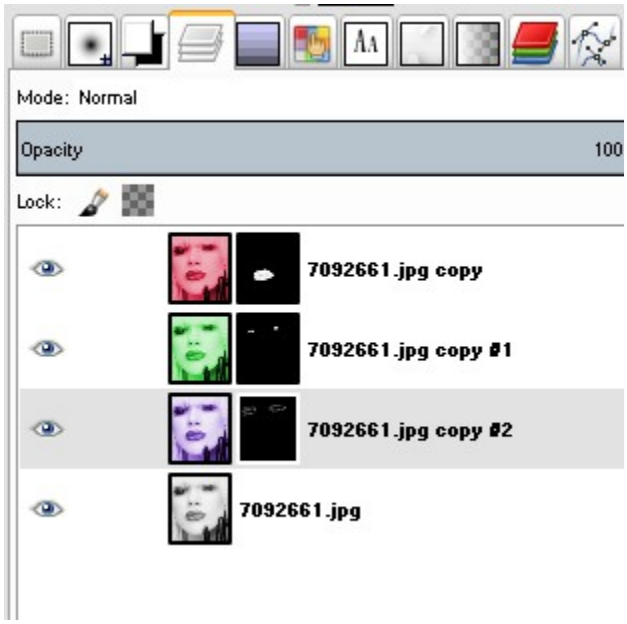




This is the process. You just repeat it until the image is filled with colors of your choice. The use of layer masks will give you control over exactly where you want to color and how much color to apply.

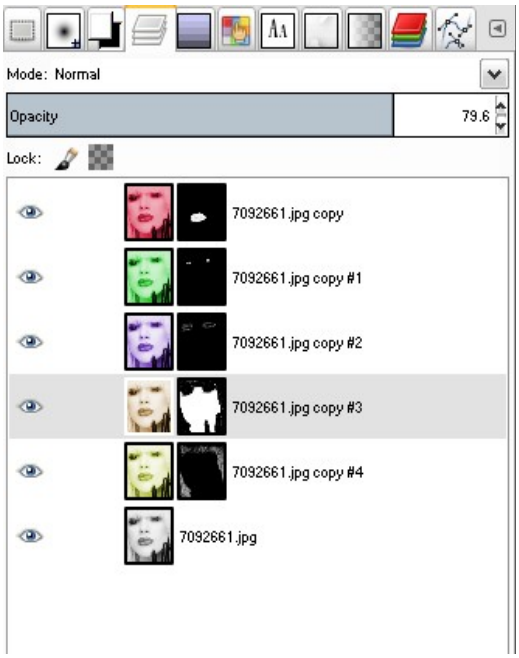
I think I'll make her eyes green and her eyeshadow purple.






When you have all colors in place, make the minor adjustments that make it look more natural. Tweak layer opacities until everything blends together into a beautiful color photograph.






From here, feel free to process the image as you see fit.