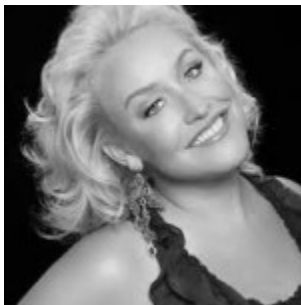


# Keynotes

The Makeup Show Keynote & Business Forum has become an anticipated event for all of our attending artists as it allows artists and industry insiders at all levels of the industry to watch, listen and learn from icons, legends and the leading artists influencing and making an impact on our industries past, present and future. Whether it is the latest in technology, insight into one particular area of the industry, advice on union or agency, or an intimate look into the life of a leading artist, The Keynote & Business Forum has become a must for the attendees who want to learn the tips, tricks and techniques to advance their own artistry and careers.

## Saturday, November 7th



### **Superstar Makeup Artistry with Melanie Mills** **Saturday, November 7th 11:00-12:30**

Becoming a successful makeup artist working in the world of television requires much more than a great makeup application. Expectation for artists in this area of the industry is extremely high as application, organization, work ethic, integrity and professionalism also play an important part. Creating your own makeup brand also goes far beyond anything the average artist deals with. Melanie Mills is one of the hardest working women in our industry. In this inspiring keynote Emmy Winning Makeup Artist and Cosmetic Brand Creator behind the beautiful line Gleam, Melanie Mills, lets you in on the secrets to finding your own success in this ever changing industry. Join Melanie for her keynote presentation as she shares her story and shows you the makeup application she has become so famous for. Let Melanie answer your questions and help you get on the way to finding your own success in any area of this makeup industry.



### **Artistry and Innovation – Donald Simrock for TEMPTU** **Saturday, November 7th 1:00-2:30**

Distinguished for his powerful editorial makeup and creative use of color, texture and artistic eye Donald Simrock is a makeup artist like no other. As the Artistic Director of VVV and former Beauty Editor of *Flaunt* Magazine Donald has managed to make a name for himself as one of the best in the business. With editorial work featured in publications including Rolling Stone, Harper's Bazaar, and Vogue and numerous music videos for artists ranging from Lady Gaga to 40 Seconds to Mars. As the artist behind such iconic imagery Donald has developed a reputation for innovation and an understanding for working with brands that are also changing the game. In this first time keynote Donald takes to the stage and shares his story and shows you the latest invention from pro artist favorite, Temptu. In this keynote Donald will demonstrate his technique while introducing the all new Temptu Air. This first ever cordless makeup device and interchangeable Airpod Makeup address multiple beauty needs replacing brushes, sponges and other set must

haves. Do not miss an opportunity to see the latest technique from these two industry icons as they focus on innovation and the future of your own application and our makeup industry.



**The Skin That I'm In – Diversity in Artistry and Application**  
**[AJ Crimson](#), [Ashunta Sheriff](#) and [Viviana Martin](#)  
Hosted by [James Vincent](#)  
**Saturday, November 7th 3:00-4:30****

In this age of social media marketing and overwhelming amounts of information inundating us constantly the idea that the needs of our artists and clients of color are not being met seems impossible. As an African American sits in the White House and actors of all different skin tones and ethnicities are winning Emmy's, Grammy's and academy awards the idea that the professional artist community, cosmetic

brands and our beauty industry continues to ignore faces of color in formulation, fashion, advertising and editorial features is an issue we need to recognize. In this first time panel our Director of Education and Artist Relations James Vincent invites a diverse panel of brand owners, artists and beauty insiders to join him on stage to discuss this hotly debated topic and explore what we can do as a community to become one of inclusion. We will discuss favorite products, personal view points and share information and opinions on the importance of breaking race barriers in our artistry and industry. We will speak about the idea that artists can only work on skin tones similar to their own and break down the myths and stereotypes while offering some of the solutions we have come up with in our own career. The Makeup Show pushes towards the future and in this most diverse of makeup markets we look toward ideas and implementations to creating a strong and diverse pro makeup community.

## Sunday, November 8th



**I'm With the Brand – Jake Broullard – Sponsored by NARS Cosmetics**  
**Sunday, November 8th 10:00-11:30**

Makeup artists find their way to artistry from many different career paths and stories of success are as varied as a smoky eye. In his first time keynote at The Makeup Show, NARS Lead Makeup Stylist and Chicago native Jake Broullard, tells us his tale and lets us in on what led him into a position designed to communicate the philosophies and ideals that François Nars bestowed on the company at its inception. With a resume that includes associations with prominent runway shows, editorial work and feature

stories with some of Chicago's biggest publications including Chicago Social, Sheridan Road and Chicago Sun Times Splash as well as Broadcast outlets like Good Morning America and You and Me Chicago, Jake has an innate understanding of the role of makeup artist. In this keynote Jake will share his thoughts on how you can build your career with a brand as well as offer insight into upcoming trends. He will show you some of NARS Cosmetics' most signature looks and share ideas on what every artists needs to have in their kit to create these modern makeup looks and in their skill set to become the most successful artist they can.



**Inspiration in Artistry - Derrick Rutledge**  
**Sunday, November 8th 12:30-2:00**

What do Michelle Obama, Oprah Winfrey and Beyoncé all have in common? Well other than being some of the most beautiful and powerful women in the world they have all relied on and trusted makeup artist Derrick Rutledge to help them look their best. From 18 months of everyday in the East Wing of the White House to travelling with Oprah all over the world, Derrick has managed to make his makeup career one in a million. His tenacity in overcoming early struggles to his success with some of the most iconic women in the world, Derrick is a true inspiration. In his first keynote for The Makeup Show, Derrick will share his experiences and insight, offer advice, and show you some of his makeup application tricks that have made him one of the most exciting artists working today.



**Work the Runway: Fashion Week 411**  
**James Vincent, Orlando Santiago,**  
**Angela Wilson and Madison Mallardi**  
**Sunday, November 8th 3:30-4:30**

Fashion Week is one of the most exciting events of the year in our industry and it allows makeup artists to get a first look at and a feel for current and upcoming trends and techniques. The experience of being backstage as a team member is an important part of building your network and your knowledge and the ability to lead and design shows can help to separate you from other artists and set you up to succeed in all areas of this industry. In the first time keynote artists, James Vincent

and Orlando Santiago alongside Angela Wilson from MustaeV and Madison Mallardi from Alcone Company bring you behind the scenes of Fashion Week and will tell you the secrets of landing those coveted spots and shows. They will talk through the act of assisting and understanding what you need in your kit, tell you how to prepare yourself for the position and what it means to interpret a key artists design, personality and instruction. They will also show you the in's and out of leading a show and guide you through the gritty reality of being

a lead from collaborating with designers to consulting with your team and communicating your ideas and inspiration. A must attend for anyone who wants to work on fashion week or bring a more fashion feel to any makeup application.

## Main Floor Seminars

Saturday, November 7<sup>th</sup>

### Seminar Space A

- |             |   |
|-------------|---|
| 9:45-10:30  | Bridal Gone Bold - Emily Dupre for Crown Brush                                    |
| 11:00-11:45 | Kit It Together: Products That Work for You - Nicholas Lujan for MAKE UP FOR EVER |
| 12:15-1:00  | Sculpt, Shape, and Define - Mahasin Philips for Inglot                            |
| 1:30-2:15   | Beauty Editorial - Keri Blair for MAC Cosmetics                                   |
| 2:45-3:30   | The Art of Brows - Eugenia Weston for SENNA Cosmetics                             |
| 4:30-6:00   | Career Fair - Tickets can be purchased online in advance                          |

### Seminar Space B

- |             |   |
|-------------|---|
| 10:00-10:45 | Tis the Season; A Guide to Holiday Glam 2015 by Megan Luman of Mehron Makeup              |
| 11:15-12:00 | Editorial Eye Elevation - Jeffrey English for Sephora                                     |
| 12:30-1:15  | So, You Want to be a Makeup Artist - Michael DeVellis for The Powder Group                |
| 1:45- 2:30  | The Art of Complexion - Brian Sutherby for Muse Beauty                                    |
| 3:00- 3:45  | Diversity of Jobs in the Chicago Market - Jill Glaser and guests for Make Up First School |

Sunday, November 8<sup>th</sup>

### Seminar A

- |             |   |
|-------------|---|
| 9:45-10:30  | Men's Grooming - Jose Hernandez for MustaeV   |
| 11:00-11:45 | Fast and Flawless Coverage on Set - Nicky Posley for TEMPTU                                 |
| 12:15-1:00  | Idea To Image: How the Mood Board Becomes a Final Look - Laura Jane Schierhorn for Smashbox |
| 1:30-2:15   | Cheek Technique - Shayna Shapiro for NARS Cosmetics   |
| 2:45-3:30   | Mastering Foundation - Orlando Santiago for Cinema Secrets                                  |

## Seminar A

## Seminar B

10:00-10:45	Pur Minerals
11:15-12:00	Tattoo Coverups: Hiding and Concealing in Film, TV & Bridal - Trason Fernandes for Bdeillum Tools
12:30-1:15	Fast, Creative Airbrush Makeup - Andrea O'Donnell for Graftobian
1:45-2:30	Generation Ultra HD: Global Beauty - Nicholas Lujan for MAKE UP FOR EVER
3:00-4:00	Gleam by Melanie Mills

## Hands-On Workshops

Hands on Workshops allow an exclusive group of dedicated artists to be a part of intense learning with some of the largest names in our industry in an intimate setting. Each workshop is designed to allow attending artists to listen and learn through demonstration, discussion, coaching and critique via face to face attention from icons and celebrity artists allowing you to advance your artistry and career.

### THE PERFECT BRIDE



#### Orlando Santiago

**\$300 Friday, November 6, 2015 – 10:00-6:00 – Studio 1**

This event is ideal for freelancers, salon makeup artists and anyone who wants to add makeup to, or perfect their work in the area of bridal makeup. You will understand the best products and techniques for long-lasting, beautiful bridal makeup. Learn the must-ask questions when working with a bride/bridal party and considerations for photography and video work.

### EMPHASIS EYES



#### Orlando Santiago

**\$140 Saturday, November 7, 2015 – 10:15-1:15 – Studio 1**

The emphasis on the eyes in most makeup applications cannot be denied and the decisions we make can make all the difference. In this hands-on workshop, we will explore the use of color, texture, and placement in creating shapes and illusions with multiple product options. We will discuss different product possibilities and the role they play in perfecting application and learn techniques for lining and defining, the importance and the power of depth and volume as well as explore the relationship between brow, lash and every area of the eye. Whether you are just starting out as an artist or want to bring your makeup to a more advanced level, this workshop will be sure to have you designing and applying a perfect eye for every occasion.

### FUNDAMENTALS OF COMPLEXION & CONTOUR



#### Danessa Myricks

**\$140 Saturday, November 7, 2015 1:30-4:30 – Studio 2**

In this intensive hands-on workshop, we will look at one of the most important aspects of any application...achieving the perfect foundation. We will explore how product can be manipulated by an artist to attain any desired coverage and texture and the importance of color theory, color matching, correction and coverage in creating flawless foundation. We will discern the decision making process and the why and when in choosing liquid, crème and powder formulations. In the hands-on portion, you will be challenged to color match multiple clients and correctly apply three different formulas of foundation to achieve desired coverage. This workshop is ideal for beginning makeup artist or artist who wants to explore the building blocks of a beautiful application.

### **RED CARPET BEAUTY & BEYOND**



**Orlando Santiago**

**\$140 Saturday, November 7, 2015 – 1:45-4:45 – Studio 1**

Whether your work is with celebrities for award ceremonies or real women, red carpet beauty will help you better understand and execute special event makeup. Watch and learn the secrets to making your makeup long lasting and ensuring it will be flawless in photographs, video and

### **UNDERSTANDING COLOR THEORY & COLOR CORRECTION**



**Orlando Santiago**

**\$140 Sunday, November 8, 2015 – 10:00-1:00 – Studio 1**

Theory is used to allow us to understand how colors react to each other and how our eyes see that reaction. This reaction is the basis of all make up design. Color theory applied in beauty make up lets us enhance certain features like eye color, make educated choices to correct discoloration in the skin tone or skin imperfections, and helps with issues like under eye darkness. In more advanced or avant garde make up designs, color theory will help you create a unique and impactful end result. In this hands-on workshop, you will learn how to make your own foundations, customize colors to design the best looks for your clients, and develop your eye to see how color theory applies to all aspects of your work.



### **MAKEUP FOR PHOTOGRAPHY**

**Danessa Myricks**

**\$140 Sunday, November 8, 2015 – 10:15-1:15 – Studio 2**

In this crucial event for anyone working in any print medium including bridal, editorial, headshot or other print work you will review what is involved in creating flawless beauty makeup for photography. This event is designed to help you better understand the details that make a makeup camera ready. The presenter will take you through the techniques required to transform a makeup for photography and the product and tools that can be used. They will share personal procedures as well as explore the precision required for photographic applications.

### **CELEBRITY CHIC**



**Danessa Myricks**

**\$140 Sunday, November 8, 2015 – 1:30-4:30 – Studio 2**

Paying attention to what hair and makeup is being featured on Red Carpets, runways and award shows is critical to keeping your clients looking modern. Red Carpet expert Danessa Myricks has a long list of accomplishments and a celebrity clientele and can help you incorporate these looks into your own makeup repertoire and make every woman in your chair look and feel like a superstar. In

this workshop you will see the application techniques and product choices that make a makeup artist the favorite of celebrities. Learn how to assess your own client needs, listen to your clients wants and make decisions based on the situation and job at hand. Whether you working in bridal, behind the counter or with personalities yourself you will learn the skills to take your beauty makeup application to super-star status.

## **FOCUS: ARTIST'S KIT AND CAREER BUILDING SERIES**

Determining which product takes the coveted place in your kit can be one of the most difficult decisions for the professional artist. With so many options available artists can spend too much time and money in the process of perusing and purchasing makeup or even get stuck in staying with the same product they have always used. The Makeup Show Focus Series: Artist's Kit Building Area is designed to give you the opportunity to compare and contrast products from the same category by looking, feeling and revealing the facts and fundamentals that separate one from another allowing every artist to make a more informed purchasing decision. Take this opportunity to touch each product, talk to a group of your peers and take time to decide for yourself which product becomes one of your must have kit items. All product and materials needed will be provided by The Makeup Show during each session.

**Kit Building Price: \$20 each session.**

The business part of this beauty industry can sometimes be the greatest obstacle to success. Having an understanding of how to prepare your materials and present yourself to potential clients can be the crucial factor in determining whether you are the artist who is given a coveted position. In this first time Career Focus seminar series industry leaders known for their honest advice and valuable insight will help you understand the industry standards and identify what you can do in your own career to make yourself stronger and more successful.

**Career Building Price: \$20 each session.**

**Focus On Foundation – Bethany Townes – Studio 3**

**Saturday, November 7, 2015 – 11:00-12:00**

Take an intensive look at the options available for complexion and get an understanding for the how, when and why in choosing the proper product.

**Eyebrow and Eyelash Examination – Bethany Townes – Studio 3**

**Saturday, November 7, 2015 – 12:30-1:30**

For framing the face and finishing touches understanding these areas of artistry is crucial. Take a look at designing and applying the right lash and brow for completing your makeup brilliantly.

**Understanding Eyes – James Vincent – Studio 3**

**Saturday, November 7, 2015- 2:00-3:00**

Shadows and liners are almost unlimited in their options. Learn to sort through the pack and pick exactly what you need to put together a perfect makeup kit.

**Insight: Bridal – Bethany Townes – Studio 3**

**Saturday, November 7, 2015 – 3:30-4:30**

Bridal makeup artists must be the best in the business. Both the intensity of the situation and the dynamically durable requirements of the application make it the toughest makeup you can do. See what products meet the bridal challenge and create the perfect bride every time.

**The Makeup Show Career Fair – Studio 3**

**Saturday, November 7, 2015 – 4:30-6:00**

The Career fair provides the opportunity for face to face interviews and career tips from experts and the chance to meet with possible employers. Come and learn what potential employers are looking for in your portfolio and resume and network with industry executives, decision makers and experts from different companies that will be announced soon.

The Career Fair is limited to those ticket holders of The Makeup Show Chicago attending on Saturday, November 7th and is limited to 100 attendees.

**Must-Have Makeup for a Complete Kit – James Vincent – Studio 3**

**Sunday, November 8, 2015 – 10:30-11:30**

There are those products that exist in the makeup industry as the pieces every artists wants to have at hand. Do not miss this seminar that will show the whats and whys of some of our most famous classic and current makeup must haves.

**Camera Ready – Jill Glaser for Makeup First– Studio 3**

**Sunday, November 8, 2015 – 12:00-1:00**

Knowing which products work best for the high intensity of makeup application and invasive digital cameras of editorial, catalog, bridal and even private client beauty allows you to choose these pro kit must haves to apply high performance makeup and use the perfect finishing product on any client you are working with.

**Blush, Bronzer and Beyond – Bethany Townes – Studio 3**

**Sunday, November 8, 2015 – 1:30-2:30**

Contour, highlight and color can shape and structure a face and add flush, light and life. Learn what to keep in your kit for a pro pick every time.

**The Name Game – James Vincent & Bethany Townes – Studio 3**

**Sunday, November 8, 2015 – 3:00-4:00**

Branding yourself as a makeup artist or hair stylist in the beauty business can be difficult. You need to develop strong branding and business materials that can separate you from the other artists working in your area and ensure that you are the one that clients and customers think of first when they need beauty services. Business cards, websites, headshots,



portfolios and other printed business materials can make a difference and we will show you how to make the best decisions for your individual business.