

## **The Makeup Show Week**

The Makeup Show is excited to announce and invite you to the first, The Makeup Show Week, a seven day celebration of our 10 year anniversary with over 10 unique events for our attending artists from all over the world. The Makeup Show continues to be a resource for artists in all areas of the industry at all levels of their career and this year. Join us in our home city for a celebration including education, seminars, hands-on workshops, social events and more with some of the biggest names in the business. Take this opportunity to meet the people who can change your career including celebrity artists and the best prestige and pro driven cosmetic brands and conclude it all with James Vincent on a Beauty Tour of NYC. Once again The Makeup Show changes the games this year and shows you why we are the largest pro-driven makeup event in the world.

## **Artisanal Beauty with Multidimensional Makeup**

**Danessa Myricks**

**\$140 – Wednesday, April 29, 2015 – 3:00-6:00 – Showroom**

Capturing an emotion, designing creative makeup and bringing artistic elements into your application can help separate you from other artists working in your market. Do you want to take your artistry beyond the basics? Make your work stand out amongst the crowd? Free your mind and discover a world where all of the world and everything in it is a stage for creating beautiful makeup? In this first time hands on workshop artist and entrepreneur Danessa Myricks shows you how to take unconventional objects such as yarn, sequin, tacks, spikes and fabric and make them multifunctional & multidimensional items that can be used to enhance your makeup creations. . Learn how to play with the face and exaggerate basic concepts to make creative looks with an editorial edge. Let Danessa show you how to Break the rules to create your own unique makeup presentations and develop the skills to expand your makeup presentation beyond the conventional.

## **Signature Style**

**\$25 Each – Thursday, April 30, 2015 – 10:00-5:45 – Showroom**

Today's makeup artist are facing more pressure than ever to develop their own signature style. In multiple marketing messages, across social media platforms and in every area of the makeup industry we see the need for an artist to separate themselves from the pack. We hear it in feedback that comes with rejection. What is a signature style? How does an artist develop one when every technique or approach seems to have been done before?

Signature Style is the result of the way you think and respond to what you want to communicate and the more that you work in your chosen medium, the more you will find those ideas that make your work unique. In the beginning of our careers we can copy or be influenced the work of other artists to learn a little about their style and genre but at some point the student must seek out ways to create his own language.

In this day of seminars our The Makeup Show team of artists take you through their thoughts on creating their ideal beauty makeup application and show you how they accomplish it. Learn the ins and outs of the way each artist thinks and works while seeing their technique and taking notes on their process and favorite product.

**10:00-11:15 – Unconventional Beauty with Danessa Myricks**

See how basic makeup essentials and unexpected items can be combined to create unforgettable applications

**11:30-12:45 – Beyond Bridal with David Hernandez**

Combining celebrity red carpet tricks with for a beautiful bridal makeup takes a wedding day to all new levels

**1:30-2:45 – Modern Glamour with Bethany Townes**

Fusing the fundamentals of artistry with an eye for trend and style helps to separate you from other artists in your market

**3:00-4:15 – Unforgettable Editorial with Orlando Santiago**

Finding a narrative and knowing what decisions to make in your makeup applications allows you to make a statement with your makeup in editorial setting or any situation

**4:30-5:45 – New York Groove with James Vincent**

Uptown Glamour with a downtown edge is what James is known for. Watch as he shows you how to bring make your makeup a more rocking beauty application.

**6:00-7:00 – Secrets of My Success: A panel of The Makeup Show Artists**

Join The Makeup Show's international team of artist as they take the stage together for the first time to talk makeup and what you can do to take your own makeup career where you want it to be. James Vincent, Orlando Santiago, Danessa Myricks, David Hernandez and Bethany Townes tell you their stories, share advice, answer questions and tackle the tough questions like rate, portfolio and building on your passion for makeup and the makeup industry to build a career on your own terms.

*\*\*Secrets of My Success is complimentary and only open to those taking at least 3 other seminars. Stay late for this session and join some of your favorite artists to share personal stories over a glass of wine.*

**The Makeup Show Gala**

Join us at our second annual ball to celebrate The Makeup Show's 10 year anniversary with a touch of glamour, gorgeous makeup, the spirit of giving, and an opportunity to gather with our makeup community.

Enjoy an exclusive gallery presentation, special performance, and a seated dinner surrounded by your peers and beauty insiders. Dinner guests will also receive a copy of our 10th anniversary book.

Don't let the party stop there...Dancing and Drinking at The Makeup Show Gala Cocktail Party.

Dinner tickets are available for \$175. Includes entrance to Cocktail Party.

Cocktail Party tickets are available for \$50.

May 1, 2015

Dinner 6:30 PM – 10:30 PM

Cocktail Party 9:30 PM – 12:00 AM

Located at Metropolitan West, 639 W 46th Street, New York, NY, 10036

### **The Beauty Tour NYC**

The Makeup Show has its home in New York City, the capital of the fashion and beauty world. The city that never sleeps is known for its fast pace, its fashionable people and its place as a first rate city for the best in beauty. In this first time The Makeup Show event, The Makeup Show Beauty Tour NYC.

Our tour begins at the newly launched Matesse Salon. You will be presented with a gift from Crown brush while enjoying a cocktail. Next up will be the iconic Chelsea Market, where the Ingot Studio is located to grab an awesome gift and munch on a quick snack while mingling with a special guest. A block away is Sephora Meatpacking where James Vincent and a special guest will join you to review some of Sephora's top brands. Now it will be time to hop on the bus to get a good seat to view some of James' favorite spots in NYC. You will get the opportunity to view popular beauty and fashion stores like Alcone, MAC, NARS, OCC Makeup Shop, Pat Fields Shop, museums such as the New Museum, food destinations like Schiller's, Sugar Sweet Sunshine, Economy Candy, and Fontana's Bar! End this exciting ride at MAKE UP FOR EVER's Boutique on 12th Street and get this exclusive opportunity to mingle with the Pro Team and meet Dany Sanz herself.

Space is limited so get on board and do not miss out on this amazing beauty experience.

Price \$50

Bus Tour 2:00-6:00

Cocktails 6:00-9:00

### **Keynote & Business Forum**

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.

**Sunday, May 3<sup>rd</sup>**

**Signature Style**

**Ellis Faas**

**10:00-11:30**

**Located on 5th Floor Stage**

Named, “One of the most influential make-up artists of her generation” by Vogue Paris Ellis Faas has had a career in beauty and fashion that is beyond belief. From her first foray into the industry as a photographer Ellis has always explored the versatility and magic of makeup. After working in Paris and London Faas headed back to her hometown of Amsterdam and began to work with photographers including Mario Testino, Peter Lindbergh, Karl Lagerfeld, Paolo Roversi, Miles Aldridge and many more and has worked on designer campaigns for Giorgio Armani, Chanel, Fendi, Jean-Paul Gaultier, Moschino, Junya Watanabe among others. With an eye for color and texture and the excitement she could bring across in a makeup application Faas captured the world’s attention. Her eponymous line captures her same aesthetic. In her first time as a keynote at The Makeup Show Ellis Faas joins our own James Vincent for an intimate Q and A where she will share her thoughts on the importance of developing your eye for makeup and your own makeup style, offers expert advice on what you can do to bring your makeup to an editorial level in every application and lets you know how to find your own footing and make your own stand in this always changing makeup business. Ellis will also show you some of her technique in a demonstration that delivers on everything you have heard about this industry icon.

**Making Impact: Makeup and More**

**Charlie Green**

**12:00-1:30**

**Located on 5th Floor Stage**

Every successful artist develops a signature style that helps them gain notoriety. In this keynote Charlie Green gives you a glimpse first hand into the fun, fresh and flirty artistry, creative energy and charming personality that have helped her make her mark on the fashion and celebrity scene. As a leading authority and one of the most influential artists in the industry for nearly twenty years, Charlie has an understanding of makeup that is unmatched. In this exclusive keynote Charlie shares the secrets that have kept her working with the top photographers, models, and magazines in the business including covers of Vogue, Elle and GQ to name just a few. Listen in as she discusses her career, offer tips on how to take yourself to the next level, and demonstrate the techniques that have made her one of the most renowned makeup artists and mentors in makeup with such celebrity clientele that includes Courtney Love, Martha Stewart, Angelina Jolie, Salma Hayek, Penelope Cruz and Heidi Klum, Adriana Lima and Gisele Bündchen among her loyal fans.

## **Innovation in Artistry**

### **David Klasfeld for OCC Makeup**

**2:00-3:00**

#### **Located on 5th Floor Stage**

Obsessive Compulsive Cosmetics began in 2004 with only two shades of lip balm. Since then, the brand has grown into an entire range of innovative, professional-quality makeup that makes a major stance for the causes it supports. Best known for Lip Tar, a high-pigment liquid lipstick collection, OCC is cruelty-free and PETA-certified as 100 percent vegan. As Creator and Founder of Obsessive Compulsive Cosmetics, David has managed to make his ground breaking line a must have for makeup artists and enthusiasts everywhere while growing the business with integrity and an understanding of the needs of the professional artist. In this presentation, David will share the story of how he started OCC from the ground up (with only two Lip Balms, Tarred and Feathered) and offer insight into the process of starting a makeup line. Listen in as David details how to become a trendsetter while staying true to your core beliefs, . If you've ever dreamed of owning your own makeup brand or need to understand better ways to separate yourself from the pack this presentation is one you should not miss.

## **Billy B – Married To The Makeup Show**

### **The Importance of Building Relationships in the Beauty Industry**

**3:30-5:00**

#### **Located on 5th Floor Stage**

Billy B. has always been single and happy. This year Billy returns to the stage where he kicked it all off ten years ago to celebrate the 10 year anniversary of The Makeup Show ....which is by far his longest relationship.

In his keynote, Billy will share stories, memories and relationship advice to take you to the next level in your career. Billy will discuss building strong relationships, understanding the arrangement with an agent and the importance of trust, honesty and integrity in your artistry and career.

As in his past keynotes over the last 10 years, Billy will make you cry, laugh, reminisce, and inspire you to use any relationship you have in your business or work environment to be better, all while keeping you happy and invested in your true self. Learn to listen and learn, forgive and forget, make better decisions and move on when needed.

**Monday, May 4<sup>th</sup>**

## **Iconic Artistry: Rebecca Restrepo, A Career in Makeup**

**10:30-12:00**

#### **Located on 5th Floor Stage**

With an ability to recognize and highlight what is different about each face in front of her and an uncanny understanding of fine art and technique has an ability to bring something unique and memorable to every makeup application. A native New Yorker, she studied painting and fashion at FIT and the School of Visual

Arts, eventually discovering makeup as the perfect blend of the two. Rebecca's natural ability and passion put her in position behind the scenes and in front of the camera. As a bilingual artist her family's Colombian heritage and her favorite painters influence her eye for color and keep her busy with . some of the most inspiring women in politics—Michelle

Obama and Nancy Pelosi – as well as celebrity icons like Gwyneth Paltrow, Nikki Reed, Amy Adams, Kelly Ripa, Alicia Keys and Brooke Shields to name a few. In 2012, Rebecca was named Elizabeth Arden's Global Makeup Artist. In this role, she will serve as both a spokesperson and brand ambassador. In her first time keynote at The Makeup Show, she shares her story and insight with you. Listen in as Rebecca let's you in on her advice for success in this ever changing industry. Let Rebecca take you through one of her iconic makeup applications and answer the questions that come up in every artist's career including building a career with a brand, finding work in front of the camera as a beauty expert and becoming the best artist you can be in every area of your career.

### **Artistry & Science: Exploring A Decade of Inspiration & Innovation with MAKE UP FOR EVER's Dany Sanz**

**12:30-2:00**

#### **Located on 5th Floor Stage**

For more than 30 years, MAKE UP FOR EVER's Founder and Artistic Director, Dany Sanz, has consistently produced unique, high performance makeup that takes the industry by storm. With product offerings as extensive as professional makeup artists' needs, MAKE UP FOR EVER regularly chooses to launch new product innovation to the professional community first – and always at The Makeup Show. From the inimitable HD complexion range to the unparalleled color assortment and versatility of the Artist franchise, MAKE UP FOR EVER dependably delivers pro grade products to the professional community, relentlessly putting the needs of professional makeup artists above all.

To celebrate of 10 Years of The Makeup Show, Dany is excited to reflect on the past decade of MAKE UP FOR EVER creations that debuted at the Show. In an unprecedented Q&A experience, MAKE UP FOR EVER will share the inspiration, development and composition behind some of the Industry's most iconic products, concluding with an artistic reveal of the Brand's most revolutionary launch to date.

### **Inspiration In Artistry**

#### **Derrick Rutledge**

**2:30-4:00**

#### **Located on 5th Floor Stage**

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.

## **Feature Presentations**

### **Eyes Wide Open**

**Michael DeVellis**

**11:00-12:00**

#### **Located on 2nd Floor Stage**

Running your business and navigating the complex and competitive career of a professional makeup artist can be as overwhelming as it is invigorating. In this brand new program from The Powder Group and On Makeup Magazine founder Michael DeVellis, you will learn how to look at the big picture of the industry and all it can be for you and your business. You'll learn how to see the opportunities that are sitting directly in front of you or hidden just around the corner. Michael will offer insight to help you find your path to the most successful and satisfying long-term career ever. Michael will bring you through a unique thought process, and provide you the tools that will allow you to open your eyes wide to unlimited opportunities. You will walk away from the session with new purpose and directly into a higher level of success than you ever imagined.

### **I'm With the Brand**

**Uzo, International Lead Artist for NARS Cosmetics**

**2:00-3:00**

#### **Located on 2nd Floor Stage**

Makeup artists find their way to artistry from many different career paths and stories of success are as varied as a smoky eye. In her first time keynote at The Makeup Show Nars International Lead Artist Uzo tells us her tale and lets us in on what lead her from Medical school to working with some of the biggest names in the business. A graduate of University of Calabar, College of Medicine who now makes her living working alongside legendary artist Francois Nars and on her own with photographers including Bill Owens and Nan Golden her eye for color, her aesthetic of clean beauty and her understanding of facial structure have separated her from many of the makeup artists working today. In this keynote Uzo will share her thoughts on how you can build your career with a brand as well as offer insight into upcoming trend. She will show you some of Nars most signature looks and share her ideas on what every artists needs to have in their kit to create these modern makeups.

### **Concept to Cover: Understanding and Landing Editorial Work**

**Gabrielle Korn, Nils Johnson and Annie Tomlin**

**3:15 – 4:15**

**Located on 2nd Floor Stage**

Understanding the importance of editorial makeup in our industry can be an essential tool for finding success in any application. Creating concepts, communicating with the team and applying and maintaining your makeup at an elevated editorial level will make every artist stronger in any other area of the industry. In this unique panel discussion The Makeup Show's James Vincent is joined by some of his favorite editors working today to discuss the creative process and collaborative process of editorial fashion and beauty. We will also explore what every artist can feature in their portfolio and focus on in their artistry to ensure they are landing these coveted makeup opportunities. Featuring Digital Beauty Director of Lucky Magazine, Annie Tomlin, Senior Digital Editor of Nylon Magazine, Gabrielle Korn and Beautylish creator Nils Johnson. Listen in as these writers, editors and artists let you in on the secret to getting your book seen and share their information on what they look for in the artists they hire. Gain a better understanding of the theory and reality of fashion and beauty editorials and take your own makeup to the next level.

**Ladies First**

**Melanie Mills, Sian Richards and Nancy Crossley**

**12:00-1:00**

**Located on 2nd Floor Stage**

The Makeup industry has traditionally been a place managed and motivated by men and has been a difficult place for women to make their mark. In the past few decades women have broken down the barriers and have made a name for themselves in all areas of our industry including Fashion, Television Film, and FX as well as at the forefront of product development. In this informative and inspirational panel a group of ground-breaking artists impart their personal experiences in the industry as well as share some of the secrets to their success giving you the information you need to succeed in your own career. Sian Richards, Creator of London Brush Company and creative artist behind films including Bessie and Cloud Atlas. Glitter girl Melanie Mills who has been Department Head on programs including Dancing With the Stars and has seen her line Gleam become a must have for makeup artists. And expert behind Beauty So Clean that is keeping all of us hygienic Nancy Crossley join us for an informative look at how the industry has changed, what challenges are faced and how you can push forward as a woman in our makeup industry.

**Hidden Money in Makeup**

**Danessa Myricks, Johnny Lavoy and Kathy Aragon**

**2:15-3:15**

**Located on 2nd Floor Stage**

There is a large breadth of untapped income potential to be earned in the makeup industry beyond artistry. Identifying this can increase an artist's income and ability to make makeup a full time career or carry their work to the next level. In this seminar artists and business owners Danessa Myricks, Johnny Lavoy and

Kathy Aragon help you identify and understand the unlimited potential to earn money when you find your own niche and create your own opportunities. Learn the often unnoticed areas of the makeup industry where artists can earn additional income. Expand the scope and nature of your work to help establish a reputation as an industry expert. Discover ways to diversify your career as a makeup artist. Develop a vision to monetize your unique skill set. Learn the importance of establishing and building relationships for career longevity and let Danessa, Johnny and Kathy get you thinking about the things you can do to make your own business better than ever.

### **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**

**Danessa Myricks – \$300 Saturday, May 2, 2015 – 11:00-7:00 – 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.

### **Backstage and Beyond: Understanding Fashion Week Makeup**

**James Vincent & Orlando Santiago – \$300**

**Saturday, May 2, 2015 – 11:00-7:00 – Studio 3**

Want to know what really goes on backstage at Mercedes Benz New York Fashion Week? James Vincent and Orlando Santiago take you behind the scenes and show you the secrets you need to know. With more than 15 years of experience leading shows all over the world, James Vincent will share his insight into the design and production process as well as the art and business side of being a Key Artist.

In the workshop portions you will see behind the scenes from every side. James and Orlando will bring you through the act of assisting and understanding what you need in your kit, how to prepare yourself for the position what it means to interpret a key artists design, personality and instruction. Walk away from this workshop with the tools you need to succeed as a fashion runway artist as well as an understanding of how to get these coveted and exclusive positions.

### **Red Carpet Beauty & Beyond**

**Daven Mayeda**

**\$140 Sunday, May 3, 2015 – 10:00-1:00 – 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 in person and practice the techniques and tricks the biggest artists in the business use to develop their signature looks.

### **Emphasis Eyes**

**Danessa Myricks**

**\$140 Sunday, May 3, 2015 – 10:15-1:15 – Studio 2**

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.

### **Celebrity Chic**

**Orlando Santiago**

**\$140 Sunday, May 3, 2015 – 1:30-4:30 – Studio 1**

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 Orlando Santiago 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 are working in bridal, behind the counter or with personalities, you will learn the skills to take your beauty makeup application to super-star status.

### **Understanding Color Theory and Color Correction**

**Danessa Myricks**

**\$140 Sunday, May 3, 2015 – 1:45-4:45 – Studio 2**

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.

### **From Prep to Set: Durable makeup for Every Artist**

**Daven Mayeda**

**\$140 Monday, May 4, 2015 – 10:00-1:00 – Studio 1**

The job of the makeup artist is to design, apply and maintain their makeup application. Applying extraordinary makeup in even the most extreme situations is integral to success as an artist. In this workshop you will be led through the decision making process during your initial design of a look and learn the thinking skills that you should apply to your application to make it last in any situation.

### **Fundamentals of Complexion and Contour**

**Danessa Myricks**

**\$140 Monday, May 4, 2015 – 10:15-1:15 – 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.

### **Makeup for Photography**

**Orlando Santiago \$140 Monday, May 4, 2015 – 1:30-4:30 – Studio 1**

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.

### **Editing and Examining Your Work**

**David Hernandez**

**\$140 Monday, May 4, 2015 – 1:45-4:45 – Studio 2**

Perfecting your technique, detailing your work and understanding control and precision in beauty makeup applications is essential for becoming a well-known or well respected artist. Stepping back from your makeup and making edits is as important as how you design your look and deal with your client. Knowing when to stop and developing your eye to see the small detail in your makeup makes every makeup stronger.

This workshop is a concentrated look at techniques including focusing on detailing and taking the extra steps to ensure your makeup goes from great to gorgeous. Learn the methods you need to create flawless, awe inspiring beauty makeup on every job from bridal to editorial. This workshop will allow you to see and experience your application in HD to better understand your own makeup.

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

**For Your Career:** 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.

**For Your Kit:** 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.

All product and materials needed will be provided by The Makeup Show during each session.

**FOCUS Price: \$20 each session.**

#### **Focus On Foundation – Orlando Santiago – Studio 3**

**Sunday, May 3, 2015 – 9:45-10:45**

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 – Orlando Santiago – Studio 3**

**Sunday, May 3, 2015 – 11:15-12:15**

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 – Bethany Townes – Studio 3**

**Sunday, May 3, 2015- 12:45-1:45**

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**

**Sunday, May 3, 2015 – 2:00-3:00**

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.

**Marketing Me: Strategies for Success in the Freelance Career – Bethany Townes – Studio 3**

**Sunday, May 3, 2015 – 3:15-4:15**

Having an understanding of how marketing works and what it can do for your career is even more crucial when you are your own business. In this session we will explore the smartest ways you can use social media to set a plan into place and put your career in better motion.

**The Name Game – Daven Mayeda – Studio 3**

**Sunday, May 3, 2015 – 4:30-5:30**

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.

**Here's Where I Am: Perfecting Your Portfolio – James Vincent – Studio 3**

**Sunday, May 3, 2015 5:30–6:30**

Building a business as a makeup artist requires successful planning, promotion and branding in any market. Regardless of the city you work in or call home you must know how to put together successful business materials and a makeup portfolio that represent you and appeal to various clients. From your business cards to your website and the images of your work you choose to represent yourself. In this session Makeup Artist and The makeup Show Director of Education James Vincent shows you how to choose the images that will get you hired, and shares insight on how to set up your book and website and how to separate yourself from other artists working in your market.

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

**Monday, May 4, 2015 – 9:30-10:30**

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.

**Red Carpet & Special Event Ready – Kathy Aragon – Studio 3**

**Monday, May 4, 2015 – 11:00-12:00**

Knowing which products work best for the high intensity and invasive cameras of red carpet beauty allows you to choose these makeup must haves to apply high performance makeup and use the perfect finishing product on any client you are working with.

**Blush, Bronzer and Beyond – Kathy Aragon – Studio 3**

**Monday, May 4, 2015 – 12:30-1:30**

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.

**Insight: Working in Television – Bethany Townes – Studio 3**

**Monday, May 4, 2015 – 2:00-3:00**

Working in television can be a tough business. You've got to be able to take on limitless scenarios with an application that will look good in HD, move with the actors and last. See what products can meet these challenges and get some insight from an artist currently keying multiple programs.

**Nailed It: The Secrets to a Successful Interview – James Vincent – Studio 3**

**Monday, May 4, 2015 – 3:30-4:30**

Finding and landing a job can be tough enough but in an industry where you are in constant conversation with potential employers, prospective clients and possible agents you need to know how to succeed in even the most harrowing situations. James will bring you through the basics and advanced business techniques to having a perfect interview every time.

**The Makeup Show NYC Career Fair – 5<sup>th</sup> Floor**

**Monday, May 4, 2015 5:00-7:00**

This year we are bringing back The Makeup Show NYC Career Fair. This 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.

The Career Fair is limited to those ticket holders of The Makeup Show NYC attending on Monday, May 4 and is limited to 100 attendees.