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THE MAKEUP SHOW NYC 2007 AT THE METROPOLITAN PAVILION
Second Annual The Makeup Show NYC Masters Explored Latest Pro-Secrets of Maquillage



www.themakeupshow.com

NEW YORK, NY (June 2007) – The second annual forum designed exclusively for professionals in the artistry of makeup and beauty, event producers **Metropolitan Pavilion** and beauty experts **The Powder Group** successfully presented **The Makeup Show NYC**, the premiere New York City tradeshow event for the makeup industry, on May 13-14, 2007.

An intimate show with a real sense of community and artistic energy, The Makeup Show NYC 2007 welcomed nearly 3000 beauty professionals, a 30% increase in show attendance for the unique 2-day event. More than 60 top brands from all shades of artistry displayed latest products and looks in a boutique setting, a 15% increase from last year. With a show profit growth of 37%, additional new sponsors, more classes, and an additional floor of seminars The Makeup Show NYC was an unparalleled event casting divas from the worlds of fashion & beauty, special effects, film & television, theater, and product development Exhibitors included **M.A.C., Stila, Shu Uemura, Face Atelier, Obsessive Compulsive Cosmetics, Iredale Mineral Cosmetics, Make Up For Ever, Three Custom Color, A. Design, Victoria's Secret Beauty, Giorgio Armani, Awake, BECCA Cosmetics**, to name a few.

At the epicenter of the glamour industry, The Makeup Show NYC 2007 brought together industry educators, retailers, product companies and manufacturers for the ultimate mélange of cosmetic royalty for two days of education, inspiration and community building. Hosting more than 40 seminars, workshops and lectures by some of the top makeup artists in the business.

One of the most sought after makeup artists in the fashion & entertainment industry, **Billy B** presented two hands-on Master Workshops, **Beautiful Makeup** and **Editorial Beauty**, and closed the show with a keynote talk on the three C's of makeup artistry: **Career, Creativity, and Craft**. Renowned body painter & makeup artist **Joanne Gair** spoke on **The Makeup Experience**, and **Joanna Schlip**, presented by M.A.C. Cosmetics, told all with **A Career in Makeup**. Examining the cosmetic applications of technique and style, other hands-on workshops included Editorial Beauty, Airbrush Basics, The Perfect Bride, The Flawless Face, Makeup for Women of Color, and Makeup for the Mature Face, to name a few. For the complete education schedule, visit www.themakeupshow.com.

The Makeup Show NYC was sponsored in part by **Maybelline New York, Crown Brushes** and **Alcone Co**, Lounge Area sponsors **Stila** and **Temptu New York, Factory Downtown, RACE Management**, media sponsors **Behind the Chair** and **Color Mundo**, and travel sponsor **W Hotels of New York**.

"Congrats on another great show! Looking forward to the next one!"

-Christian Mitchell Director, Artist Relations, MAC PRO

"I cannot tell you how much we enjoyed doing the show. The marketing that you did brought in the right kind of clientele for your show. The manufacturers that came to the show really helped to set it off as an outstanding show! I think that you can do nothing but get better and bigger."

-Maurice Stein, Founder, Cinema Secrets

"Thank you so much for the great show last week. We had an amazing time and I believe Awake was able to receive a lot of exposure during the two days. We are so happy with the outcome and definitely wish to be a part of it again next year. And hopefully in Miami as well!"

-Mio Hayashi, Founder, Awake Cosmetics

"As the second year of the show, I am very happy to see all of our exhibitors coming back and hearing their comments and support for our New York show, and excitement for the launch of the Miami show, it is above and beyond what we expected and we are very excited about the future for The Makeup Show."

-Shelly Taggar, Director of Sales and Creative Services, Metropolitan Pavilion

"The most amazing thing for me personally is to see the excitement of the attendees, the success of the exhibitors, and the difference The Makeup Show has made in strengthening the makeup artist community in New York and around the world. We're so excited to bring the same passion for the art of makeup to Miami next year!"

-Michael DeVellis, Founder, The Powder Group

The Makeup Show is excited to announce **The Makeup Show Miami** for 2008. The show will bring the same pro-driven, beauty and fashion based celebration of the art of makeup to the shores of South Beach in Winter 2008. The show will incorporate the same format of education, inspiration and community and introduce a distinct body focus and Latin influence to the show, including the shows first-ever bi-lingual events. For more information visit www.themakeupshow.com.

For information on how to be part of The Makeup Show NYC and The Makeup Show Miami in 2008, please contact **Shelly Taggar** at **212. 463. 0200 ext 233** or via email at shelly@metropolitanevents.com.

For press inquiries, media accreditation and passes, contact STATE Public Relations, **Kristina Ratliff** directly at **646. 269. 3938** or via email at kristina@statepr.com.

About Metropolitan Pavilion

Awarded "Event Site of the Year" by Event Solutions Magazine, Metropolitan Pavilion is where events make history. From the Chocolate Show and Lingerie Americas, Metropolitan Pavilion has emerged as one of New York's top event spaces. With a combination of unbridled flexibility and style, Metropolitan Pavilion is unrivaled as one of the City's most versatile and reliable event spaces for gala benefits, corporate dinners, fashion shows, cocktail receptions, private wine tastings, product launches, art shows and media events.

For more information please visit www.metropolitanevents.com.

About The Powder Group

Introducing your ultimate makeup confidant, The Powder Group is a one-stop makeup and beauty concierge service and powerhouse resource for professionals and consumers who are passionate about the art of makeup. Intelligence for all aspects of the art of maquillage, from artist services, events, and program development to the latest include tip-offs on how to achieve the latest look direct from the fashion runways and celebrity red-carpets. Founded in 2003 by **Michael DeVellis**, architect of the M.A.C Pro product line and store concept, The Powder Group is comprised of professional and celebrity makeup and beauty talent from around the globe with backgrounds in fashion, editorial, television, film, and special effects; a go-to team of makeup artists from every area of expertise. Events and services are offered internationally. The Powder Group also publishes On Makeup Magazine - a pro-driven makeup magazine launching Winter 2008.

For more information please visit www.thepowdergroup.com.

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