



FOR IMMEDIATE RELEASE

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THE ULTIMATE MÉLANGE OF COSMETIC ROYALTY
METROPOLITAN PAVILION EVENTS & THE POWDER GROUP ANNOUNCE
THE MAKEUP SHOW MIAMI 2008
MAKEUP MASTERS WORLDWIDE EXPLORE PRO-SECRETS OF MAQUILLAGE

THE MIAMI BEACH CONVENTION CENTER
FEBRUARY 24TH & 25TH 2008
WWW.THEMAKEUPSHOW.COM

NEW YORK / MIAMI (August 2007) – The Makeup Show is excited to announce **The Makeup Show Miami**, slated for February 24th & 25th at The Miami Beach Convention Center. An intimate show with a real sense of community and artistic energy, The Makeup Show Miami will bring a pro-driven legion of beauty and fashion professionals to the shores of South Beach in Winter 2008. From the “pro-public” to the savvy “pro-consumer”, editorial forces to mass-market phenomenon, makeup secrets are tattled from the best palettes and makeup counters in the business. Examining cosmetic applications of technique and style with hands-on workshops, seminars and keynote presentations, the Miami show will have an increased focus on beauty and tanning applications for the body and celebrate Latin influence, including bi-lingual events.

Created in 2006 at the epicenter of the glamour industry by event producers **Metropolitan Pavilion Events** and beauty experts **The Powder Group**, The Makeup Show is the first forum designed exclusively for professionals in the artistry of makeup and beauty. It has succeeded as an unparalleled event casting divas from the worlds of fashion & beauty, special effects, film & television, theater, and product development bringing together beauty professionals, industry educators, retailers, product companies and manufacturers. More than 60 top brands from all shades of artistry display latest products and looks in a boutique setting for two days of education, inspiration and community building.

The Makeup Show Miami is sponsored by **Alcone** and **Crown Brushes**, along with **Stila Cosmetics** as Lounge Sponsor and **Les Nouvelles Esthétiques** as media sponsor. Exhibitors for The Makeup Show Miami include **M.A.C.**, **Billy B**, **Face Atelier**, **Obsessive Compulsive Cosmetics**, **Temptu**, **Lord & Berry**, and **Auraline**, to name a few.

The Makeup Show has a built-in educational program, hosting more than 40 seminars, workshops and lectures by some of the top makeup artists in the fashion & entertainment industry. Classes range from Editorial Beauty, to Airbrush Basics, The Perfect Bride and Makeup for Women of Color, and more. The program has included beauty superstars **Billy B**, **Sam Fine**, **Joanne Gair**, **Joanna Schlip**, to name a few.

Travel partners for The Makeup Show Miami include American Airlines and hotel partners: The Raleigh (+1.305.534.6300), The Standard (+1.305.673.1717), Nash (+1.305.674.7800), and The Aqua (+1.305.535.4381).

For information on how to be part of The Makeup Show NYC 2007, please contact **Shelly Taggar** at **212.242.0200** or via email at shelly@metropolitanevents.com.

For press inquiries, media accreditation and passes, contact STATE Public Relations, **Kristina Ratliff** directly at **646.714.2520** or via email at kristina@statepr.com.

STATE

PRESS RELEASE

Metropolitan Pavilion Events & Production

Meeting demand and contemporary standards of excellence for the special events industry, Metropolitan Pavilion Events & Production is an extension of the hands-on experience and top-notch service that is NYC special events venue, Metropolitan Pavilion. Mirroring the pride of Metropolitan Pavilion by seamlessly providing full-service event coordination with a dedicated staff and distinguished network of production resources, planning and design for private, corporate and trade events. From it's desired central location in the Ladies' Mile District in Chelsea, The Metropolitan Pavilion has been the answer to intimate events of grandeur from the Chocolate Show, STING's Elevation Benefit for The Soil Foundation, Lingerie Americas, EX*TRACTS Textile Show, to name a few. 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.

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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