

BERGDORF'S NAMES LINDA FARGO AS FASHION HEAD/2

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WWD FRIDAY

Beauty

MAKEUP MAVENS: This spring, cosmetics enthusiasts will convene in New York for the Makeup Show NYC, a two-day trade show for professional makeup artists sponsored by Artists by Timothy Priano, Warpaint Magazine and W Hotels. The event has attracted exhibitors such as MAC, Stila, Face Atelier and the Vancouver Film School. The Makeup Show NYC, which will include seminars, lectures and workshops, is scheduled to take place at the Metropolitan Pavilion May 14-15.

MAKEUP MEETING: A new trade show targeting makeup artists, The Makeup Show NYC, attracted approximately 2,500 attendees Sunday to Monday at the Metropolitan Pavilion. Coproduced by the Metropolitan Pavilion and the Powder Group, a three-year-old company that offers everything from a makeup artist guide to makeup services to consultation and makeup artist staffing, The Makeup Show NYC presented 30 seminars and lectures conducted by celebrity makeup artists, including Ve Neill, Billy B, Sam Fine and Eve Pearl, and featured more than 58 international exhibitors, including MAC, Stila, Face Atelier, Three Custom Color and members from the Vancouver Film School. Michael DeVellis, founder of The Powder Group, was inspired to launch the show after participating in West Coast and international versions of the event. According to DeVellis, there was nothing like it in New York, "the makeup and beauty capital of the world." Set to be held annually, the next Makeup Show NYC is scheduled for May 2007.