

# The Makeup Show New York

**Education: April 29, May 1, 2023**

**Exhibits: April 30, May 1, 2023**

*\*Please note that the agenda is updated weekly. Agenda is subject to change.*

## **IN THE STUDIO**

**SATURDAY, APRIL 29**

*\*IN the Studio class registration is in addition to your show ticket. This is non-refundable and non-transferable.*



**The Ultimate Skin Designer: Danessa Myricks**

**Studio 1: Saturday April 29, 10:00am-2:00pm – \$225**

**Class Level: Intermediate to Advanced**

Danessa Myricks – World-renowned Makeup Artist, Educator, Photographer and Brand Owner

When it comes to complexion there is definitely no “One size fits all” approach. There are so many considerations to take into account like skin tone, skin type, skin imperfections and taste, just to name a few. Join Danessa for this intimate live session where she answers all your questions about strategically designing complexion for every skin type and occasion. During this exclusive, interactive session, Danessa will demonstrate a variety of complexion techniques including managing texture, designing natural bulletproof matte skin, color correction, and the strategic layering of textures and finishes to create the most natural, multi-dimensional skin.

- Building your texture tool kit
- The power of underpainting
- Strategically customizing glow
- Shape shifting features using radiance
- Minimizing texture while amplifying glow
- Glow and the Power of 3



**Bridal & Special Event Makeup: From Fundamental to Fabulous: Aga Rhodes:  
Studio 2: Saturday April 29, 10:00am-6:00pm – \$275**

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.

You will learn:

- Explore questions and answers that will lead you to precise and perfect applications
- Techniques to apply long lasting makeup
- Master the precision, placement and application that allows you to become a better artist

**MAIN STAGE PRESENTATIONS  
SUNDAY, APRIL 30**

*\*Main stage presentations are included in your show ticket.*



**A Career in Makeup with Sandra Saenz**

**Sunday, April 30, 10:00am-11:30am**

Makeup Artist & Content Creator Sandra Saenz mixes her down-to-earth nature with her appeal to luxury brands, to entice a diverse audience on her social media. It can be difficult being the first in creating your own opportunity and for other people to follow behind you. You would need to be an expert with your skill sets as well as be able to use your unique experiences to connect and convince the world of what you are capable of.

Sandra has been featured in magazines throughout the United States and Europe as well as in advertising campaigns for Sephora. Currently, she serves as a global brand ambassador for color with KVD Beauty. Sandra brings her cross-cultural knowledge and understanding of art, culture, beauty, and aesthetics to every project.

In her first keynote session with The Makeup Show, Sandra Saenz shares what is authentically Sandra. She will share her story, show you the Makeup artist she has become, and what she's internationally recognized for, and inspire you to define success on your own terms to become the artist that only you can be.



### **Art and Influence with Laurel Charleston**

**Sunday, April 30, Time 12:00pm-1:30pm**

Laurel Charleston is a multidisciplinary artist whose work spans the cosmetic, digital, and high fashion sectors. An internationally published makeup expert, Laurel brings the world of beauty and fine art together for clients including Dazed, Harper's Bazaar, and THEM, and appeared on the pages of Vogue, W Mag, New York Times, PAPER, Allure, and Tush, among other just to name a few.

Best known for her ground-breaking cosmetic Doja Cat for Paris Fashion Week of 2022, Laurel's client roster includes the likes of Normani, Dylan Mulvaney, and Teyana Taylor, alongside luxury clientele like Macys, Coach, Instagram, Bombay Sapphire, Steve Madden, L'Oreal to name a few. Laurel has also made her mark in the Metaverse as the first trans curator invited to the coveted SuperRare marketplace, a project that birthed SuperTrans, a traveling gallery show that showcased 11 trans artists from all over the world. In this first-time session at The Makeup Show, Laurel will share her story, speak to the importance of authenticity, talk about inspiration in your artistry, and show you some of the makeup she has become world-renowned for.



## **REPRESENT: Artistry & Agency Redefined with EJ**

**Jamele & Merrell Hollis**

**Sunday, April 30, 2:00pm-3:30pm**

The cultural shifts of the last few years have made a major impact on the beauty industry. As artists, we have an incredible opportunity to revisit where we are and explore the existing landscape and possibilities available to us. In this session, EJ Jamele of crowdMGMT, and artist Merrell Hollis, will reexamine the title of makeup artist and explore some new ways for artists to build their business and brand. They will examine and explore the business foundation pillars of Artistry, Marketing, Service Presentation Portfolios and more. Don't miss a chance to learn from the experts and see the unlimited potential this industry allows and how you can succeed faster and more confidently.

## **IN THE STUDIO SUNDAY, APRIL 30**

*\*IN the Studio class registration is in addition to your show ticket. This is non-refundable and non-transferable.*



**The Basics & Business of Bridal: Aga Rhodes**

**Studio 1: Sunday April 30, 9:30 am-12:30 pm – \$145**

Class Level: Beginner

The Bridal makeup artist has their own special set of required skills in matters of business and makeup application. In this lucrative but crowded field finding ways to separate yourself from other artists in your area can be the difference between success and failure. In this hands-on workshop, we will discuss some easy ways to make more money and be more organized in building your bridal business. In the makeup aspect of this workshop, you will see examples of how you can elevate bridal makeup to an editorial beauty level and achieve notoriety in your own market as well as the knowledge to make a woman look wonderful on the most important day in her life. The presenter will lead you through your own application and help you develop techniques for makeup in high-intensity situations that range from romantic and classic to more modern looks.



### **Working in TV and Film: Melanie Mills**

**Studio 1: Sunday April 30, 1:00 pm-4:00 pm – \$145**

Class Level: Early Stage to Advanced

Working in television and film is an exciting and rewarding opportunity in the makeup industry. With more production work than ever and more union positions available, it is important to understand the who, what, where, when, and why? At times, it can be overwhelming when it comes to landing the position, building the right skill set and succeeding as an artist in design.

In this hands-on workshop multiple Emmy Award winner and Makeup Guild award recipient Melanie Mills, demonstrates a step-by-step process to understand the needs of today's clients and cameras.

## **BUSINESS OF BEAUTY SESSION SCHEDULE**

### **SUNDAY, APRIL 30**

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**Media Frenzy: Makeup, Marketing and More: Lijha Stewart**  
**Studio 2: Sunday April 30, 10:00 am-11:00 am – \$40**

In today's world, a great makeup application is never enough. You'll need to understand not only how to design and apply beautiful makeup, but how it will be captured by the camera as well as how you can use the image to market and promote yourself. Our presenters will share their insights on being a makeup artist with influence. This will be presented while bringing you through their process of completing a makeup look, making decisions about how, why and where to post it. The session also shows you how to use your phone to capture makeup and behind-the-scenes moments to build your social media platforms that have impact and authenticity.

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**Kit Building 101: Building a Professional Kit: James Vincent**  
**Studio 2: Sunday April 30, 11:30 am-12:30 pm – \$40**

Makeup Artist James Vincent presents his most popular event with this Kit Focus Seminar. Whether you are a veteran in the industry or just beginning to build your makeup kit, James will share his secrets to organization and efficiency that will save you money, time and a bad back. James will be exploring how to make the most out of what you have while bringing the least amount of makeup to salon or set. We will breakdown the basics of pro kit as well as explore some of the product must haves for every pro.

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**Working with a Brand: Lijha Stewart**  
**Studio 2: Sunday April 30, 1:00 pm-2:00 pm – \$40**

Seeking prospective work and landing it can be tough enough. In the beauty industry, where you are constantly networking with potential employers, prospective clients, and possible agents you need to know how to succeed in even the most harrowing situations. Building a relationship with a brand can be a great way to launch a career or create more work but separating yourself from the fray can feel difficult. In this session, we will determine who you need to reach out to, how you can create a better network, what you need to land lucrative contracts and rewarding relationships with the best in the business.



**Natural Glamour Makeup for Mature Clients: Lijha Stewart**  
**Studio 2: Sunday April 30, 2:30 pm-3:30 pm – \$40**

Learn how to comprehensively understand every client's unique needs no matter what stage of life. Having the knowledge and skill set to make every client feel beautiful is essential. In this session, you will learn how to identify the specific needs of aging skin as well as enhance eyes and lips for mature clients. Leave feeling confident knowing you can make any client in your chair feel gorgeous.

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**SEMINAR STAGE A**

## **SUNDAY, APRIL 30**

*\*Seminar stage entrance is included in your show ticket.*

**9:30am-10:15am: TBD**

**10:30am-11:15am: TBD with Pat McGrath Labs**



**11:30am-12:15pm: Ebony and Ivory- Inclusive Beauty from A to Z with**

**David Hernandez for Face Atelier**



**Monetizing Your Makeup with Jacob Hyzer for LimeLife by Alcone**

**1:30pm-2:15pm: TBD**

**2:30pm-3:15pm: TBD**

**3:30pm-4:15pm: TBD**

## **SEMINAR STAGE B**

## **SUNDAY, APRIL 30**

*\*Seminar stage entrance is included in your show ticket.*

**9:45am-10:30am: TBD**



**10:45am-11:30am: How to Break Into Editorial Work + Pitch to the Media**

**with Vanessa Coppes for Bella Media & Co & Bella Magazine**



**11:45am-12:30pm: Next Level Beauty with Alphonse Wiebelt for Esum**

**Cosmetics**

**12:45-1:30pm: TBD**

**1:45pm-2:30pm: TBD**





**2:45pm-3:30pm Career Transitions with Ashunta Sheriff for Ashunta**

**Sheriff Beauty Ashunta Sheriff Beauty**

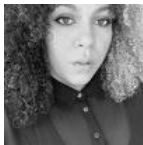
**3:45pm-4:30pm: TBD**

**DEMO STAGE A  
SUNDAY, APRIL 30**

*\*Demo stage entrance is included in your show ticket.*

**10:00am-11:00am: TBD**

**11:15am-12:15pm**



**12:30pm-1:30pm: Unconventional Beauty with Auralis Flores for**

**Omnia**

**1:45pm-2:45pm: Mastering the Perfect Face: How to Gain an Understanding of Skin, Undertones, and Texture in All Skin Complexions with Kim Baker for Glamazon Beauty**

**3:00pm-4:00pm: TBD**

**DEMO STAGE B  
SUNDAY, APRIL 30**

*\*Demo stage entrance is included in your show ticket.*

**10:15-11:15am: TBD**



**11:30am-12:30pm: Airbrush Beauty with Jennifer Harbour-Heape for @**

**Esum Cosmetics**

**12:45-1:45pm: TBD**

**2:00pm-3:00pm: TBD**

**3:15pm-4:15pm: TBD**

## **INTERNATIONAL STAGE**

**SUNDAY, APRIL 30**

*\*International stage entrance is included in your show ticket.*

*Find inspiration, unity and unforgettable artistry on our first The Makeup Show International Stage. This stage celebrates the art of makeup by bringing makeup professionals from all over the world together to excite, engage and inspire us to see the energy and possibility of what happens when artists unite.*



**Merrell Hollis- USA: Sunday, April 30- 10:00am-11:30am**



**James Molloy– England: Sunday, April 30- 12:00pm-1:30pm**

**ARTISTS UNITED  
SUNDAY, APRIL 30**



**Danessa Myricks Beauty with Danessa Myricks & Etienne Ortega presents  
Artists United – \$209  
Sunday, April 30, 5:30pm-9:30pm**

**Join us for Artists United –during this special educational series, Danessa will share the stage with Etienne Ortega for the first time.**

**One evening, Two masters, Two presentations like you have never seen before.**

**Pricing includes a gift bag valued at over \$500.**

## **MAIN STAGE PRESENTATIONS**

### **MONDAY, MAY 1**

\*Main stage presentations are included in your show ticket.

TBD

Monday, May 1, 10:00am-11:30am

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#### **Making it in Makeup with Luis Casco**

**Monday, May 1, 12:00pm-1:30pm**

In our competitive beauty business talent, drive and tenacity are essential to success. Navigating your career and social media while maintaining your integrity and authenticity can seem overwhelming. Luis Casco has been a makeup artist with top celebrities, models & photographers for more than 25 years. He has led teams at Paris, New York and Russia Fashion Weeks and The Emmy's®. Luis has appeared as the lead on-camera Makeup Artist of Lifetime Network's Project Runway. Luis divides his time between NYC and LA but works internationally with celebrities and brands while building a celebrated career on his own terms. In this session Luis will share his story, speak to the importance of carving out your own niche in the beauty business, and offer advice and insight into what you can do to become a success in this industry on your own terms.

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#### **Aim for Growth: Taking Your Business to the Next Level**

**with**

**Maude Okrah & James Vincent**

**Monday, May 1, 2:00pm-3:30pm**

Starting out in any industry can be difficult. Making your mark in the beauty industry requires technical skill, an entrepreneurial spirit, and an understanding of the ever-changing needs of our clients, cameras, and business acumen. In this session Maude Okrah helps you understand how to separate yourself from the crowd while building your ability to connect and cater to all clients and manage your business. She is the President of BBR (Black Beauty Roster). Black Beauty Roster is a digital DE&I platform that connects the TV, Film & Editorial world with hairstylists and makeup artists trained in textured hair and darker complexions, while simultaneously increasing education around textured hair and darker complexions to the industry at large. She is also the creator of Beauty Expense – the easiest way to manage your business and expenses as a beauty professional. Maude understands what it is to build a business to meet the needs of clients while amplifying and advancing forward. She will teach you to not only survive in this competitive business, but how to follow your intuition and keep working to become the best artist.

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## **IN THE STUDIO**

### **MONDAY, MAY 1**

*\*In the Studio class registration is in addition to your show ticket. This is non-refundable and non-transferable.*



**Flawless Beauty: Bethany Townes**  
**Studio 1: Monday, May 1, 9:30 am-12:30 pm – \$145**  
Class Level: Early Stage to Advanced

Today client expectations are higher than ever, and modern cameras are increasingly unforgiving with new modern technology. In this competitive industry, it is essential that you create makeup that is not only impactful, but it must be perfect in every aspect of your application. In this class, you will learn to create and apply precise and perfected makeup, while developing an understanding of the fundamentals of each area of the face for every application.

You will learn:

- Explore questions and answers that will lead you to precise and perfect applications
- Build a better understanding of how every choice and administration of color affects the result
- Master the precision, placement and application that allows you to become a better artist



**Glam + Go: Techniques for The Business of Glamour: Lijha Stewart**  
**Studio 1: Monday May 1, 1:00 pm-4:00 pm – \$145**  
Class Level: Beginner to Intermediate

Whether your work is with celebrities for award ceremonies or real women, red-carpet beauty will help you better understand 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. Practice the techniques and tricks with the biggest artists in the business use to develop their signature looks.

## **BUSINESS OF BEAUTY SCHEDULE**

### **MONDAY, MAY 1**

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**Brow Beat: Eyebrow and Eyelash Examination: Lijha Stewart**

**Studio 2: Monday, May 1, 10:00am-11:00am – \$40**

Developing your expertise in framing the face and finishing touches is essential for your artistry. Understanding the ins and outs of eyebrows based on face structure and eye shape can seem daunting. The Brow Beat clarifies the best way to design and apply the

best lash and brow for the whole makeup look to shine brilliantly. We will explore the right product, placement, and approach for every situation.

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**Skin Games: Lijha Stewart**

**Studio 2: Monday, May 1, 11:30am-12:30pm – \$40**

Thanks to our obsession with social media, the demand for perfect skin is at an all-time high. Skincare for the Working Makeup Artist is a career essential. This session is your guide to elevating your makeup artistry and increasing your value through skincare education, tips, techniques and products. Go beyond makeup artistry by adding this invaluable skill set to your kit. The “must-attend” class will equip you with information and expertise that will amplify your artistry and establish a point of difference between you and your competition. Skincare education and makeup application go hand-in-hand. This session will transform your artistry.

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**Represent: Understanding Agency Representation: Madeline Leonard**

## **Studio 2: Monday, May 1, 1:00pm-2:00pm – \$40**

- What is the role of an agent?
- How do you approach an agent?
- When are you ready for an agent?
- What type of artist needs an agent?

Landing an agency isn't the end all be all, but understanding when you need an agent or manager and how to find representation can be confusing. This session is designed to help artists at every level understand what it takes. We will explore the elements that go into creating a strong body of work including the ideal presentation for a portfolio, the importance of editing, sequencing, the artist's signature style, and producing a presence that will get you in with the agencies for representation and land you work with the most coveted clients.



**Anatomy of Makeup: Bethany Townes**

## **Studio 2: Monday, May 1, 2:30pm-3:30pm – \$40**

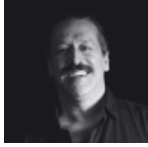
As a makeup artist, part of what we do is design, apply and maintain a makeup. Understanding the specific needs of the face in front of you and the job at hand, can allow you to make more informed decisions in all areas of your artistry. In this session, we will breakdown that, what and why of the makeup process and speak to the when, who and where. This session will allow you to learn the tools for better decision making, self-edit, critique, and determination of if your makeup is meeting the needs of your clients and yourself.

**SEMINAR STAGE A**

## **MONDAY, MAY 1**

*\*Seminar stage entrance is included in your show ticket.*

**9:30am-10:15 am : TBD**



**10:30am- 11:15am: Getting Next: Creating Your Best Life and Career**

**Now with Michael Devellis for The Powder Group**

**11:30am-12:15pm: TBD**



**12:30pm-1:15pm: Choosing Brushes for the Way YOU Work with Kevin**

**James Bennett for Omnia**

**1:30pm-2:15pm: TBD**

**2:30pm-3:15pm: TBD**

**3:30pm-4:15pm: TBD**

## **SEMINAR STAGE B**

### **MONDAY, MAY 1**

*\*Seminar stage entrance is included in your show ticket.*

**9:45am-10:30am: TBD**



**10:45am-11:30am: The Art of Mature Skin Prep and Makeup: Tricks to**

**Flawless Mature Glam with Melanie Mills for Melanie Mills Hollywood**

**11:45am-12:30pm: TBD**

**12:45pm-1:30pm: TBD**

**1:45pm-2:30pm: TBD**



**2:45pm-3:30pm: TBD**

**3:45pm-4:30pm: TBD**

**DEMO STAGE A  
MONDAY, MAY 1**

*\*Demo stage entrance is included in your show ticket.*

**10:00am-11:00am: TBD**



**11:15am-12:15pm: Creative Design with Jackie VanRiet for KETT**

**Cosmetics@ Esum Cosmetics**

**12:30pm-1:30pm: TBD**

**1:45pm-2:45pm: TBD**

**3:00pm-4:00pm: TBD**

**DEMO STAGE B  
MONDAY, MAY 1**

*\*Demo stage entrance is included in your show ticket.*

**9:30am-10:30am: TBD**

**10:30am-11:30am: TBD**



**11:45am-12:45pm: Trends from NYFW with Jacob Hyzer for**

**LimeLife by Alcone**

**12:45pm-1:30pm: TBD**

**1:45pm-2:30pm: TBD**

**INTERNATIONAL STAGE**  
**MONDAY, MAY 1**

*\*International stage entrance is included in your show ticket.*



**Lewina David -Liberia: Monday, May 1- 10:00am-11:30am**



**Anna Novikova- Ukraine: Monday, May 1- 12:00pm-1:30p**