

# The Makeup Show Nashville

**Education: Saturday, June 24**

**Sunday, June 25, 2023**

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

## MAIN STAGE PRESENTATIONS

### SATURDAY, JUNE 24

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



**Artistry & Innovation with [Roshar](#)  
Saturday, June 24, 10:00 am- 11:30 am**

Roshar is an international makeup artist who is recognized for creating unforgettable looks. Roshar is a master renowned for incorporating a creative use of color and texture in all his work. With editorials featured in publications, Roshar's work captures the imagination and makes a strong impression. Roshar has developed a reputation for innovation and an understanding, working with photographers and clients that are also changing the game. Roshar takes the stage and shares his story and shows you one of the unforgettable makeups he has become known for.



**An Artist's Way with [Marika D'Auteuil](#)  
Saturday, June 24, 12:00 pm- 1:30 pm**

Incorporating Art into your Makeup and confidence into your career, allows you to define success for yourself and establish your uniqueness. Understanding and incorporating fine art while expanding your creative expression will strengthen your design and application skills. It will help you establish yourself as an expert and artist people are engaged by. Global Educator, Content Creator and Award-Winning Makeup Artist, Marika D' Auteuil has become world renowned for her creative use of colors, mastery of complexion and the ability to play with and manipulate the elements of art and share them on her social page @lapetitevengeance. In this session, Marika will explore how you can perfect your ability, grow your creativity and build your art and brand beyond limits with boldness and be true to your own art and vision while finding industry success.



**Redefining Success in the Beauty Business with [James Vincent](#), [Jon Hennessey](#) & [EJ Jamele](#)**  
**Saturday, June 24, 2:00 pm -3:00 pm**



Building a better business as a hairstylist and makeup artist in an area of the industry requires successful planning, promotion, and branding. In an always-growing market such as Chicago, the Midwest, and the surrounding areas, you must make sure you put together successful business materials, master makeup application, and create a portfolio and presence that best represents you. In this important keynote, Our Makeup Artists and The Makeup Show Director of Education and Artist Relations, James Vincent are joined by a panel of artists who have created their own place, redefined what success means, and made an indelible mark in the industry. Join us for inspiration and honest advice from artists who have done it, are still doing it, and can help you make your own name in the beauty business.

**IN THE STUDIO**  
**SATURDAY, JUNE 24**

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

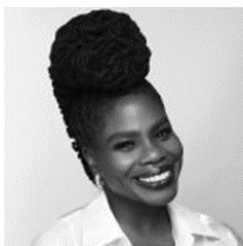


**Flawless Beauty: [Aga Rhodes](#)**  
**Studio 1: Saturday, June 24, 10:00 am-1:00 pm – \$145**  
*Class Level: Early Stage to Advanced*

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 end result
- Master the precision, placement and application that allows you to become a better artist



**The Ultimate Skin Designer: [Danessa Myricks](#)**  
**Studio 1: Saturday, June 24, 1:30 pm-5 pm – \$225**  
*Class Level: Intermediate to Advanced*

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, we 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

## **BUSINESS OF BEAUTY SESSION SCHEDULE**

### **SATURDAY, JUNE 24**

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#### **Media Frenzy: Makeup, Marketing and More: [Lijha Stewart](#)**

**Studio 2: Saturday, June 24, 10:00am-11:00am – \$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.



#### **Kit Building 101: Building a Professional Kit: [James Vincent](#)**

**Studio 2: Saturday, June 24, 11:30am-12:30pm – \$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.



**Natural Glamour Makeup for Mature Clients: [Lijha Stewart](#)**

**Studio 2: Saturday, June 24, 1:00pm-2:00pm – \$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.

**Brow Beat: Eyebrow and Eyelash Examination: [Presenter TBD](#)**

**Studio 2: Saturday, June 24, 2:30 pm-3:30 pm – \$40**

Developing your expertise on 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 whole makeup look to shine brilliantly. We will explore the right product, placement, and approach for every situation.

## **SEMINAR STAGE A**

**SATURDAY, JUNE 24**

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

**TBD**

## **SEMINAR STAGE B**

**SATURDAY, JUNE 24**

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

**TBD**

## **DEMO STAGE A**

## SATURDAY, JUNE 24

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

**TBD**

## DEMO STAGE B

## SATURDAY, JUNE 24

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**TBD**

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## MAIN STAGE PRESENTATIONS

## SUNDAY, JUNE 25



### **Making Up with [James Molloy](#) Sunday, June 25, 12:15 pm-1:45 pm**

As one of the most talked about makeup artist in our industry in the last few years, James Molloy continues to redefine modern beauty. With an impressive resume that includes celebrities, international fashion, and beauty and developing a brand that every artist wants, James Molloy has made a name for himself as an artist, entrepreneur, and educator. His company MYKITCO continues to change the way we look at tools. James will share his inspiring story and show you how he creates his unforgettable looks. He will offer insight on choosing the right tool, take you through his process, and talk about building your name in a competitive industry. Whether your work is in bridal, television, or editorial, this is a presentation not to be missed.



### **Skin Game- Yummy Skin with [Danessa Myricks](#) Sunday, June 25, 2:00 pm-3:30 pm**

“Game-changer” is a description that gets thrown around a lot in the beauty industry. Innovators that shift the way we look at beauty and trends while challenging tradition. Creating beautiful skin is a must for every makeup artist. Understanding the design and decision-making process for complexion is more important than ever especially when meeting the demands of today’s cameras and lifestyles. In this session, Danessa Myricks takes you through what, when, why, and how of complexion coverage with an eye toward unforgettable makeup.

As an industry innovator, her understanding of perfecting complexion for every client and situation makes her a master! In this keynote, Danessa will discuss the process for perfecting skin, by demonstrating the techniques that have made her a celebrity artist and sharing the secrets to becoming a success. She will showcase some of the tricks and techniques that make her an internationally loved artist.

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## IN THE STUDIO

### SUNDAY, JUNE 25

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#### **The Basics & Business of Bridal:** [Aga Rhodes](#)

**Studio 1: Sunday, June 25, 10:00 am-1:00 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.



#### **Glam + Go: Techniques for the Business of Glamour:** [Lijha Stewart](#)

**Studio 1: Sunday, June 25, 1:30 pm- 4:30 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 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.

## BUSINESS OF BEAUTY SCHEDULE

### SUNDAY, JUNE 25

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#### **Working with a Brand: [Lijha Stewart](#)**

**Studio 2: Sunday, June 25, 10:30 am-11:30 am – \$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, and what you need to land lucrative contracts and rewarding relationships with the best in the business.



#### **Winning Clients and Influencing People: [Lijha Stewart](#)**

**Studio 2: Sunday, June 25, 12:00 pm-1:00 pm – \$40**

Making a great first impression is imperative. Leaving a lasting impression is paramount. Understanding the multifaceted skill of marketing yourself and what it can do for your career is even more crucial for the success of your business. In this session, we will

explore the savviest social media strategies to set a plan into place, wow potential employers, prospective clients, and possible agents to put your career in full momentum.



#### **Skin Games: [Aga Rhodes](#)**

**Studio 2: Sunday, June 25, 1:30 pm-2:30 pm – \$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.



**Engaging Bridal: [Aga Rhodes](#)**

**Studio 2: Sunday, June 25, 3:00 pm-4:00 pm – \$40**

Bridal makeup artists must be the best in the business. Both the intensity of the situation and the dynamically durables requirements of the application make it the toughest makeup you can do. See what products meet the bridal challenge, learn how to build a better bridal business and learn to create the perfect

bride every time.

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**TBD**

**SEMINAR STAGE B**

**SUNDAY, JUNE 25**

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**DEMO STAGE A**

**SUNDAY, JUNE 25**

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**DEMO STAGE B**

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