

The Makeup Show Chicago

November 15th – November 17th, 2024

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

IN THE STUDIO

FRIDAY, NOVEMBER 15th

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



The Basics and Business of Bridal — [Aga Rhodes](#) **Studio 1 | Friday, November 15 - 11am-2pm**

The bridal makeup artist has a special set of required skills in matters of business and makeup application. In this lucrative but crowded field, finding ways to separate yourself from your competitors can be the difference between success and failure. In this hands-on workshop, we will discuss some simple ways to increase your revenue and be more organized in building your bridal business. In the technical aspect of this workshop, you will be shown examples of how to elevate your bridal makeup to an editorial beauty level, achieve notoriety in your market, and 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 applying makeup in high-intensity situations and in styles that range from romantic and classic to modern.

MAIN STAGE PRESENTATIONS

SATURDAY, NOVEMBER 16th

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



Secrets of Red Carpet Makeup — [Daniel Martin](#) **Saturday, November 16th, 2024 - 10am-11:30**

Acclaimed Makeup Artist Daniel Martin has become one of the most talked about men in makeup. Coveted by celebrities, copied by brides, and watched with intense interest by the industry, Daniel has brought natural beauty back to the spotlight, elevated what it can be, and

inspired many to do the same.

In his main stage presentation, Daniel will go over understanding the fundamentals of special event makeup from bridal to the red carpet, his tips on kit essentials, and how to create flawless makeup that lasts!



**Beauty Driven – [Ashunta Sheriff-Kendricks](#)
Saturday, November 16 - 12pm-1:30pm**

With over 20 years in the beauty industry, makeup artist, Ashunta Sheriff-Kendricks has made a name for herself by mastering the art of makeup and has managed to change the game. With an understanding of both beauty and business, Ashunta has separated herself from other artists by using the “less is more” makeup approach on some of the most famous faces in the world, while managing to forge the way for fresh, new beauty looks. Her passion and drive have allowed her to keep moving forward and gained her a position in the industry that is unlike anyone else. In her return to The Makeup Show stage, Ashunta will share her thoughts on how to build your own beauty brand and name while maintaining your own ideals and integrity. She will speak on the importance of surrounding yourself with the right people to push you further. She will shed some light on how to make your own artistry, celebrity worthy and share her technique for developing her signature contour and glowing makeup look. Let Ashunta inspire you to look beyond the images that we are inundated with and the carbon copy makeup techniques that flood the internet. She will guide you to develop your own signature style and help you to become part of this new makeup movement of individual beauty.



**Beyond Beauty – [Viktorija Bowers](#)
Sunday, November 17 - 2pm-3:30pm**

Recognized for beautiful and bold artistic choices, perfect complexion, unconventional ideas, endless creativity, and a dedication to her community, Viktorija Bowers is that rare artist whose work makes an immediate impact. Not only an influential figure in makeup but a fine artist and committed educator, Viktorija has built a career around an understanding of beauty, art, and exploring creativity through restraint. With her new brand Kit Ritual, co-created with her husband Michael David Adams, Viktorija is bringing together artistry, style, and organization to serve the needs of the pro artist.

In this first-time keynote, Viktorija will take the stage to share her story, her unique style, and her ability to create influence with authenticity—beyond the basic confines of makeup. Throughout the session, Viktorija will encourage you to push beyond the ordinary, finding your muse and expressing yourself fully through your craft. While demonstrating her own artistic style, she will introduce some tangible ideas that can be applied to any artist’s practice. Listen and learn as Viktorija inspires you to take your own application to a place that will achieve legendary artistic status.

IN THE STUDIO

SATURDAY, NOVEMBER 16th

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Glam & Go: Techniques for the Business of Glamour — [Nick Lujan](#)

Studio 1 | Saturday, November 16 - 9:30am-12:30pm

Class Level: Beginner to Intermediate

Whether you work with red-carpet-bound celebrities or everyday women, this session will help develop your understanding and execution of special event makeup. Watch and learn the secrets to creating a long-lasting look and ensuring it will be flawless for photos, videos, and in person. Get hands-on practice using the essential techniques relied upon by celebrity artists to develop their signature looks.



Understanding Color Theory & Color Correction — [Lijha Stewart](#)

Studio 1 | Saturday, November 16 - 1:00pm-4:00pm

Class Level: Beginner

In makeup, we use theory to understand how colors react to each other and how our eyes process that reaction. This is the basis of all makeup design. Color theory applied in beauty makeup lets us enhance certain features like eye color, make educated choices to correct skin distractions or imperfections, and reduce issues like under-eye discoloration. For more advanced or avant-garde looks, color theory will also help you create a unique and impactful result. In this hands-on workshop, you will learn how to make your own foundations, customize colors to design the best looks for your clients, and develop your eye to see how color theory applies to all aspects of your work.

SEMINAR STAGE B

SATURDAY, NOVEMBER 16

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

SCHEDULE COMING SOON

DEMO STAGE A

SATURDAY, NOVEMBER 16

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

SCHEDULE COMING SOON

DEMO STAGE B

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MAIN STAGE PRESENTATIONS

SUNDAY, NOVEMBER 17

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Skin Game - Yummy Skin — [Danessa Myricks](#) **Sunday, November 17 - 12pm-1:30pm**

“Game-changer” is a description that gets thrown around a lot in the beauty industry. Attributed to a master such as Danessa Myricks, however, it’s no exaggeration. With her incredible career, growing from a self-taught artist and educator to a successful entrepreneur, Danessa Myricks’ innovation has helped challenge tradition and shift the way we look at beauty and trends. In this keynote, Danessa will focus on one aspect of her artistry that she particularly known for—complexion.

The ability to create beautiful skin has always been a must for makeup artists. Today, given the extreme demands of social media, it’s more important than ever. With the launch of her brand, Danessa Myricks Beauty, and the subsequent releases of her many award-winning, multifunctional products, Danessa has established herself as a master in the field—able to design and perfect complexion for every client and situation. Join Danessa as she takes you through her process and addresses the what, when, why, and how of complexion coverage, with an eye towards unforgettable makeup. Hear her story learn some of the tricks and techniques that have made her one of the most respected and adored artists in the industry.



**Artistry & Innovation – [Roshar](#)
Sunday, November 17 - 12pm-1:30am**

Roshar is an international makeup artist recognized for creating unforgettable looks with his creative use of color and texture. With a reputation for innovation and understanding, Roshar has collaborated with other game changers in the industry to create looks that truly capture the imagination. His work has been featured worldwide in publications such as VOGUE, HARPER'S BAZAAR, ELLE, GLAMOUR, and MARRIE CLAIRE. In this Main Stage Presentation, Roshar will share his story and demonstrate one of the unforgettable makeup looks he has become known for.

**BUSINESS OF BEAUTY SESSIONS
SUNDAY, NOVEMBER 17**

**This is not a hands-on workshop, but a demo will be provided and attendees will observe and participate in all sessions. Registration is in addition to your show ticket. This is non-refundable and non-transferable.*



**Natural Glamour Makeup for Mature Clients - [Aga Rhodes](#)
Studio 2 | Sunday, November 17 - 10:00am-11:00am**

In a society where youthfulness is sought after and praised, helping mature clients recognize their beauty is an essential skill for any makeup artist. In this session, learn how to adapt to the unique needs of every client, no matter their stage of life. Learn how to identify the specific demands of aging skin as well as how to enhance the eyes and lips of mature clients. Leave feeling confident that you can make any client in your chair feel gorgeous.



**Working with a Brand - [Lijha Stewart](#)
Studio 2 | Sunday, November - 11:15am-12:15pm**

Seeking prospective work and landing it can be tough enough. In the beauty industry, where you are constantly networking with potential employers, clients, and agents, it is also necessary 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 to do so it's vital to separate yourself from the fray. In this session, we will determine who you need to reach out to, how to create a better network, and what you need to do to land lucrative contracts and rewarding relationships with the industry's best.



**Kit Building 101: Building a Professional Kit - [Nick Lujan](#)
Studio 2 | Sunday, November 17 - 12:30pm-1:30pm**

Whether you are a veteran in the industry or just beginning, your kit forms the basis of your craft. In this session, our James Vincent will share his secrets to organization and efficiency, saving you money, time, and a bad back. Explore how to make the most out of what you have while bringing the least of what you need to any salon or set.

Understand the basics of a pro kit and discuss the products that are must-haves to go in it.



**Media Frenzy: Makeup, Marketing, and More - [Lijha Stewart](#)
Studio 2 | Sunday, November 17 - 2:00pm-3:00pm**

In today's world, great makeup application is never enough. You need to understand not only how to design and apply, but how your work will be captured by the camera as well as how that image can be used to market and promote yourself. In this hands-on workshop, our presenter will share their insight on being a makeup artist with influence. During this

discussion, you will be brought through their process: completing a makeup look, documenting behind the scenes, capturing the final result, and, lastly, making decisions about how, why, and where to post. Learn how to do the same and cultivate your social media platforms with impact and authenticity.



**Skin Games - [Nick Lujan](#)
Studio 2 | Sunday, November - 3:15pm-4:15pm**

Thanks to our obsession with social media, the demand for perfect skin is at an all-time high. For the working makeup artist, skincare knowledge is a career essential. This must-attend session is your guide to advancing your artistry and increasing your value through proper skin prep and protection. Equip yourself with expertise that will elevate

you beyond your competition.

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