

BEAUTY

The Makeup Show NYC

ANNA LAUB, WGSN 21.06.07

Event producers Metropolitan Pavilion and beauty experts The Powder Group, presented the second annual The Makeup Show NYC, defining makeup trends for the coming seasons.



The Makeup Show entrance



Promotional poster

The Makeup Show is a trade show **open to the public as well as professionals including make-up artists and editors**. Held every May in New York, it is the only trade show of its kind, focusing specifically on the editorial/beauty industry and makeup professionals.

While other cosmetics shows exist - such as Pro Beauty in London, Salon in Madrid and the Makeup Artist Magazine show in Pasadena - this show focuses more on special effects and prosthetics.

The Makeup Show is a **unique opportunity to meet artists and owners from both professional and consumer lines with a diverse and international selection of high-end makeup companies**.



Seminar



Exhibitor stand

Founder of The Powder Group, Michael DeVellis said, "It started off for professionals and now there is a huge crossover with consumers who want to learn about make-up. The consumers know what they want, it's very crossover now. The **big brands that have pro lines are all here**."

Janis Marino, makeup artist with Make Up For Ever, says, "I don't know why there wasn't a show in New York before. Los Angeles used to be the centre for make-up but now there are lots of schools opening in New York." She adds, "we normally do a show in Pasadena, but this year in New York is much better put together than the first edition last year. It really is amazing this year."

DeVellis explains, "I started The Powder Group about four years ago based on the idea that there were very few places in New York City where people could **learn about make-up artistry as a consumer or a professional**,

- The Makeup Show NYC was held on May 13 and 14 2007, at the Metropolitan Pavilion, 125 West 18th Street, New York, NY.
- The show is organised by The Powder Group - a one-stop make-up and beauty concierge service and resource for professional and consumers who are passionate about the art of make-up.
- The Makeup Show and The Powder Group were founded in 2003 by Michael DeVellis, architect of the MAC Pro product line and store concept.
- The Powder Group is set to launch *The Makeup Magazine* with the winter 2008 edition. The magazine will be quarterly.
- DeVellis is also hoping to take The Makeup Show to Miami in late February. He says, "We're going to make it a little bit more of a focus on body and tanning, because that's a big part of a make-up artist's job there."

Contact

Michael@thepowdergroup...

OR

[Kristina Ratliff](mailto:Kristina.Ratliff@Statepr.com)
[State Public Relations](mailto:Kristina.Ratliff@Statepr.com)
Tel: +1 646 269 3938
Kristina@Statepr.com

without being judged or self-conscious. We don't sell make-up. We can tell you where to buy make-up, we can tell you where the best places are to go to for different things."

More than **40 seminars, workshops and lectures were held by some of the top make-up artists in the business** this year - the number of daily workshops tripling on last year. **Celebrity make-up artist Billy B; renowned body painter and makeup artist, Joanne Gair and LA based MAC Cosmetics representative Joanna Schlip** were this year's keynote speakers.



MAC Pro stand



Billy Beauty stand

"**The Powder Group is multi-branded** - we work with lots of different products so it gives us the validity to different people. We also like working with small lines that don't have a large marketing budget and they just give us the product," added DeVellis.

"We're very big on community, it's very important to me. And the idea of the show is that **it's a professional community of makeup artists in the trade.**"

"I'm not in the business of judging if I like the packaging, I'm not in the business of judging if someone's prices are good, I'm not in the business of judging if I like your posters. I need to give people options."

"We are also very **inclusive in all of the different genres of makeup artistry, bridal, retail, personal services, salon, not just agencies that are using it in films to be in the theatre, celebrity,** that's all cool but we are involved in a lot of different genres, which I think is very important."



Victoria's Secret Beauty stand



The Vial of Youth stand



Becca stand

Make up companies including **MAC, Stila, Face Atelier and Make Up For Ever** were welcomed back for this second edition, and joined by new companies such as **Shu Uemura, Victoria's Secret Beauty and Giorgio Armani Cosmetics.**

Make-up companies also use The Makeup Show as an opportunity to present **new products and get feedback on their lines,** they also use it to **promote their brand to make-up industry insiders.**

DeVellis says, "MAC is the most important make-up artist brand in the world and changed the industry. And did it on the **reputation and the word-of-mouth advertising of make-up artists, alone.** If you get that buzz, **if you're in the pro's kit, you can be successful.** And it doesn't matter if they're a bridal make-up artist or a film make-up artist."



Fuse FX

Body painting

Make-up ideas

MAC showcased their newest range here, called **Slim Shine**, as well as products that are **sold at the pro store**. The make-up artists at the MAC counter said that the **pigments were the newest product of the moment and big for next season**.

Janis Marino, make-up artist from Make Up For Ever says that **very bright waterproof products are key for next season**, products such as **Aqua Eyes**, and - new for this season - **Aqua Lip**.

Powder Puff Squad is a new line that was presented at The Makeup Show. The brand has been around for nine months and normally sells online at powderpuffsquad.com. The products are made **by make-up artists for make-up artists** - focusing on providing the basics that all make-up artists need in their kit.



Powder Puff Squad

One of the big brands, **Stila** had a huge stand at the entrance to the show. **Giving out samples to make-up artists**, their new collection was on display and ready to order. They were also pushing their "**Pro-programme**" - giving makeup artists a 40% discount on all orders.

For autumn, Ryan Cox, make-up artist with Stila, said that **jewel tones and velvety colours** were still big. **Satin finishes as well as watercolour looks** - Stila's trademark style - and very **neutral colours** were also key. New products from Stila include **Get Bronzed bronzing lines**, including shimmering eye shadows, bronzer and a dry oil shimmer body spray. A **less-aggressive pumping glaze, using mint instead of the usual chemicals**, was another hot product to look out for.