

# STATE

PRESS RELEASE

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### The Makeup Show NYC 2007

#### INSIDE THE BEAUTY BAG SECRETS OF THE MASTERS OF MAQUILLAGE

The First Comprehensive Forum Designed Exclusively For Professionals In The Artistry Of Makeup And Beauty



MAY 13-14, 2007, 9AM-6PM

METROPOLITAN PAVILION

125 West 18th Street

New York, NY

[www.themakeupshownyc.com](http://www.themakeupshownyc.com)

**NEW YORK, NY (May 2007)** – Event producers, **Metropolitan Pavilion** and beauty experts **The Powder Group**, present the second annual **The Makeup Show NYC**, the New York City tradeshow event for the makeup industry, **May 13-14, 2007**. An intimate show with a real sense of community and artistic energy welcomes back masters of maquillage **M.A.C.**, **Stila**, **Face Atelier**, **Obsessive Compulsive Cosmetics**, **Iredale Mineral Cosmetics**, **Make Up For Ever**, **Three Custom Color**, and **A. Design**, and welcomes new faces, **Shu Uemura**, **Victoria's Secret Beauty**, **Giorgio Armani**, **Awake**, **BECCA Cosmetics**, to name a few.

At the epicenter of the glamour industry, The Makeup Show NYC brings together industry educators, retailers, product companies and manufacturers for the ultimate mélange of cosmetic royalty for two days of education, inspiration and community building. Hosting more than 40 seminars, workshops and lectures by some of the top makeup artists in the business, The Makeup Show NYC is thrilled to announce this year's keynote speakers: celebrity makeup artist **Billy B**, renowned body painter & makeup artist, **Joanne Gair** and Los Angeles based **Joanna Schlip**, who is being presented by M.A.C. Cosmetics.

One of the most sought after makeup artists in the fashion & entertainment industry, **Billy B** will present two hands-on Master Workshops, **Beautiful Makeup** and **Editorial Beauty**, and will close the show with the three C's of makeup artistry: **Career**, **Creativity**, and **Craft**. **Joanne Gair** will speak on **The Makeup Experience** on Sunday, May 13 and **Joanna Schlip**, will tell all with **A Career in Makeup**, Monday May 14. Examining the cosmetic applications of technique and style, other hands-on workshops include Editorial Beauty, Airbrush Basics, The Perfect Bride, The Flawless Face, Makeup for Women of Color, and Makeup for the Mature Face, to name a few. For complete education schedule, visit [www.themakeupshow.com](http://www.themakeupshow.com).

The Makeup Show NYC 2007 expects more than 2,500 beauty professionals for the unique 2-day event. Painting the city pretty, this unparalleled event will cast divas from the worlds of fashion & beauty, special effects, film & television, theater, and product development. More than sixty of the top international brands from all shades of makeup artistry displayed their latest products and specialties in a boutique setting

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The Makeup Show NYC is sponsored in part by **Maybelline New York, Crown Brushes** and **Alcone Co**, Lounge Area sponsors **Stila** and **Temptu New York, Factory Downtown, RACE Management**, media sponsors **Behind the Chair** and **Color Mundo**, and travel sponsor **W Hotels of New York**.

The Makeup Show is excited to announce **The Makeup Show Miami** for 2008. For more information visit **[www.themakeupshow.com](http://www.themakeupshow.com)**. For information on how to be part of The Makeup Show NYC 2007, please contact **Shelly Taggar** at **212. 463. 0200 ext 233** or via email at **[shelly@metropolitanevents.com](mailto:shelly@metropolitanevents.com)**.

For press inquiries, media accreditation and passes, contact STATE Public Relations, **Kristina Ratliff** directly at **646. 269. 3938** or via email at **[kristina@statepr.com](mailto:kristina@statepr.com)**.

### **About The Metropolitan Pavilion**

Awarded "Event Site of the Year" by Event Solutions Magazine, Metropolitan Pavilion is where events make history. From the Chocolate Show and Lingerie Americas, Metropolitan Pavilion has emerged as one of New York's top event spaces. With a combination of unbridled flexibility and style, Metropolitan Pavilion is unrivaled as one of the City's most versatile and reliable event spaces for gala benefits, corporate dinners, fashion shows, cocktail receptions, private wine tastings, product launches, art shows and media events. For more information please visit **[www.metropolitanevents.com](http://www.metropolitanevents.com)**.

### **About The Powder Group**

Introducing your ultimate makeup confidant, The Powder Group is a one-stop makeup and beauty concierge service and powerhouse resource for professionals and consumers who are passionate about the art of makeup. Intelligence for all aspects of the art of maquillage, from artist services, events, program development to the latest include tip-offs on how to achieve the latest look direct from the fashion runways and celebrity red-carpets. Founded in 2003 by **Michael DeVellis**, architect of **the M.A.C Pro** product line and store concept, The Powder Group is comprised of professional and celebrity makeup and beauty talent from around the globe with backgrounds in fashion, editorial, television, film, and special effects; a go-to team of makeup artists from every expertise. Events and services are offered internationally. For more information please **visit [www.thepowdergroup.com](http://www.thepowdergroup.com)**.

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