

The Makeup Show NYC

By Vittoria Natale

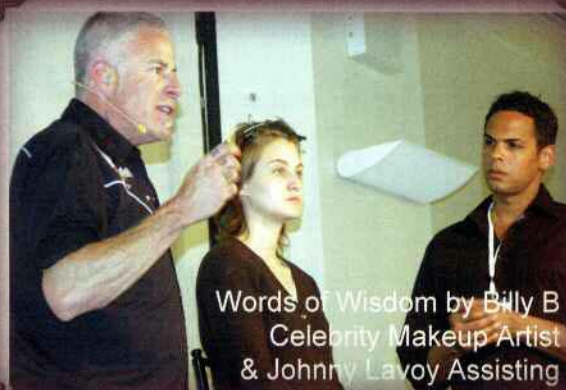
The desert just got painted! On May 14th, The Powder Group launched the first makeup trade show designed exclusively for makeup and beauty professionals held in New York City. The two-day extravaganza was held at the Metropolitan Pavilion and endorsed by such industry specialists as Platinum Sponsors, Joe Blasco, Artists by Timothy Priano and Makeup Designory.



before a SRO audience. The self-taught Mississippian described how his career began in Macy's cosmetics department. And although he had never done it, he highly recommended working as an assistant. "Go to an agent," he told the audience, "and offer to assist your favorite makeup artist." He encouraged everyone to be the best that they could be in the area where they lived.



Sheila McKenna
President
Kett Cosmetics



Words of Wisdom by Billy B
Celebrity Makeup Artist
& Johnny Lavoy Assisting

In the city considered glamour central, industry educators, retailers and product manufacturers presented talent from all over the globe, including makeup specialists in fashion and beauty, television, film, theater and special effects. More than 60 vendors exhibited, displaying their products in cozy boutique settings in which professionals demonstrated products and answered questions. Among the exhibitors were MAC, Face Atelier, Kett Cosmetics, Temptu, Makeup Forever, Iredale Mineral Cosmetics, Three Custom Color, Cinema Secrets, Obsessive Compulsive Cosmetics, Stila, The Makeup Shop and Mehron.

Celebrity makeup artist Billy B was the keynote speaker

"Realize that dreams are viable," he said. "If you can do it, you will do it. You'll make a lot of sacrifices but with luck, determination, and hard work, you will receive rewards."

He provided tips on everything from building a portfolio to using agents. For the former, he advised testing as often as you can. "Contact modeling agencies and offer to test for free," he suggested, "and learn from your mistakes. Pros test all the time," he added. He stressed how important it is to keep learning and to keep your work looking fresh.

Regarding agents, Billy B said he had worked with only

