

THE MAKEUP SHOW NYC.

A Beauty Experience
MAY 3-4, 2026



Makeup: @lijhajade | Model: @iamgerrii | Hair: @linhhair

THE MAKEUP SHOW NYC 2026

SUNDAY, MAY 3 | 9AM-6PM – MONDAY, MAY 4 | 9AM-5PM

PRE-SHOW EVENTS | SATURDAY, MAY 2

The Beauty Cocktail

Saturday, May 2 – 5pm-8pm – \$75

Join us for cocktails as we kick-off The Makeup Show NYC. This is a great opportunity to connect with industry leaders in a more intimate setting than the buzzing show floor. Meet the top artists and brands while sipping cocktails and mingling with industry's finest. Enjoy small bites, an open bar, and gift bag.

The Beauty Cocktail can be added to your registration for an additional fee. This is non-refundable and non-transferable.

IN THE STUDIO | SATURDAY, MAY 2

IN The Studio Sessions can be added to your registration for an additional fee. This is non-refundable and non-transferable.



Bridal & Special Event Makeup: From Fundamental to Fabulous – Aga Rhodes
3rd Floor – Studio 1: Saturday, May 2, 2026 – 9:00am-5:00pm – \$275

Take your bridal artistry to the next level. In this full-day intensive, work with our educator to refine your technique and master the art of creating elegant, high-performance makeup for every client...[read full description here.](#)

THE MAKEUP SHOW NYC 2026

SUNDAY, MAY 3 | 9AM-6PM – SATURDAY, MAY 4 | 9AM-5PM

THE MAKEUP SHOW DAY 1 | SUNDAY, MAY 3

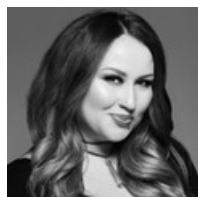
EXHIBITOR FLOOR & DISCOVERY LANE OPEN 9AM-6PM

THE MAIN STAGE | SUNDAY, MAY 3

**Full schedule to be announced soon*

IN THE STUDIO | SUNDAY, MAY 3

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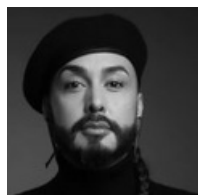
Understanding Color Theory & Color Correction – Lijha Stewart
3rd Floor – Studio 1: Sunday, May 3, 2026 – 9:30am-12:30pm — \$155

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...[read full description here.](#)



Beautiful Skin for Every Client – Aga Rhodes
3rd Floor – Studio 2: Sunday, May 3, 2026 – 10:00am-1:00pm — \$155

Great makeup begins with great skin. True artistry starts with knowing your canvas. Gain confidence and hone your technical skills so that you can create beautiful, seamless complexions on clients of all skin tones...[read full description here.](#)



Esthetic Aesthetic: Mastering Complexion for Today's Client – Nick Lujan
3rd Floor – Studio 2: Sunday, May 3, 2026 – 1:00pm-4:00pm — \$155

In today's world of high-resolution photos and social media scrutiny, flawless skin is no longer optional, it's expected, and just makeup is not enough. Having a basic understanding of skincare is essential...[read full description here.](#)



Glam + Go: Techniques for the Art of Glamour – Aga Rhodes
3rd Floor – Studio 1: Sunday, May 3, 2026 – 1:30pm-4:30pm — \$155

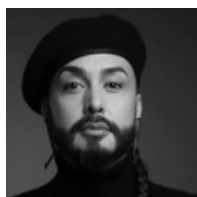
Whether you work with red-carpet-bound celebrities or everyday clients, this session will help develop your understanding and execution of special event makeup...[read full description here.](#)

BUSINESS OF BEAUTY | SUNDAY, MAY 3

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THE MAKEUP SHOW NYC 2026

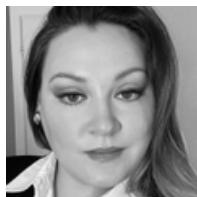
SUNDAY, MAY 3 | 9AM-6PM – SATURDAY, MAY 4 | 9AM-5PM



Skin Games – Nick Lujan

3rd Floor – Studio 3: Sunday, May 3, 2026 – 10:00am-11:00am – \$35

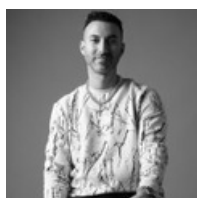
Thanks to our obsession with social media, the demand for perfect skin is at an all-time high. For the working makeup artist or esthetician, skincare knowledge is a career essential...[read full description here.](#)



Kit Fix: Building & Organizing a Pro Kit – Olga Solovey

3rd Floor – Studio 3: Sunday, May 3, 2026 – 11:30am-12:30pm — \$35

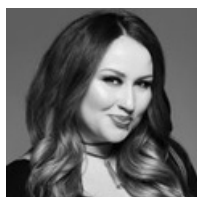
Whether you're a new artist or have been working for years, your kit is your foundation. This session is an essential guide on how to streamline your setup...[read full description here.](#)



Represent: Understanding Agency Representation – EJ Jamele

3rd Floor – Studio 3: Sunday, May 3, 2026 – 1:00pm-2:00pm — \$35

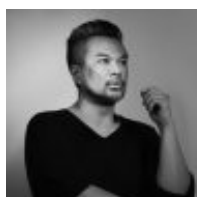
Landing an agency isn't the be-all and end-all but understanding when you need an agent or manager can be an important step in your career...[read full description here.](#)



Working with a Brand – Lijha Stewart

3rd Floor – Studio 3: Sunday, May 3, 2026 – 2:15pm-3:15pm — \$35

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...[read full description here.](#)



Hair For Makeup Artists – Linh Nguyen

3rd Floor – Studio 3: Sunday, May 3, 2026 – 3:30pm-4:30pm — \$35

In the beauty industry, versatility matters — and this includes hair. This session is specially designed to give makeup artists a crash course on hairstyling...[read full description here.](#)

SEMINAR STAGE A & B | SUNDAY, MAY 3

**Full schedule to be announced soon*

DEMO STAGE A & B | SUNDAY, MAY 3

**Full schedule to be announced soon*

COMMUNITY STAGE | SUNDAY, MAY 3

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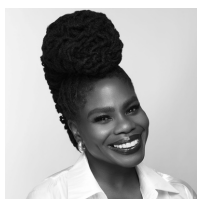
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INTERNATIONAL STAGE | SUNDAY, MAY 3

Find inspiration, unity and unforgettable artistry on The Makeup Show's International Stage, sponsored by Danessa Myricks Beauty...[read full description here.](#)

Full schedule to be announced soon

POST-SHOW EVENTS | SUNDAY, MAY 3



Artists United Sponsored by Danessa Myricks Beauty – [Danessa Myricks](#) & Guest Artist TBA

Sunday, May 3 | 9am-6pm – Floor 2 – \$219

Makeup artistry, like every art form, has varying prospective, tastes and applications, which is what makes this industry so dynamic...[read full description here.](#)

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THE MAKEUP SHOW DAY 2 | MONDAY, MAY 4

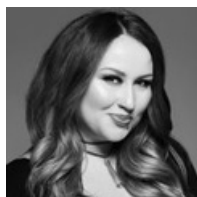
EXHIBITOR FLOOR & DISCOVERY LANE OPEN 9AM-5PM

THE MAIN STAGE | MONDAY, MAY 4

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IN THE STUDIO | MONDAY, MAY 4

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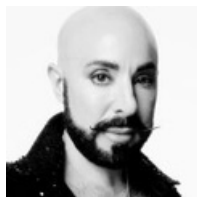
Color & Texture: Building Dimension Through Makeup – Lijha Stewart
3rd Floor – Studio 1: Monday, May 4, 2026 – 9:30am-12:30pm — \$155

This class is a painterly exploration of color and texture — a workshop where artists learn to create structure, depth, and energy on the face using pigment, product layering, and finish contrast...[read full description here.](#)



Bridal Beauty Basics – Zoë Elizabeth
3rd Floor – Studio 1: Monday, May 4, 2026 – 10:00am-1:00pm — \$155

Step into the world of bridal with this introductory, hands-on class designed to help you develop the must have skills for making any bride feel beautiful on her most important day...[read full description here.](#)



Creating Characters: The Art of Transformation – Eddie Duyos
3rd Floor – Studio 1: Monday, May 4, 2026 – 1:00pm-4:00pm — \$155

This is a creative class for artists who want to learn storytelling through transformation. Craft characters from concept to completion — merging technical makeup skills with emotional and narrative design...[read full description here.](#)

Working in TV and Film

3rd Floor – Studio 2: Monday, May 4, 2026 – 1:30pm-4:30pm — \$155

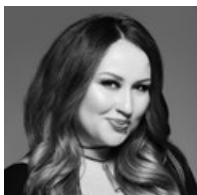
Working in television and film offers exciting opportunities for makeup artists, but it also demands precision, speed, and adaptability. In this hands-on workshop, you'll learn how to create makeup that looks flawless under studio lights and on high-definition cameras...[read full description here.](#)

BUSINESS OF BEAUTY | MONDAY, MAY 4

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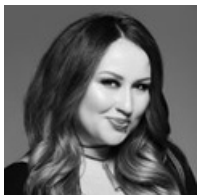
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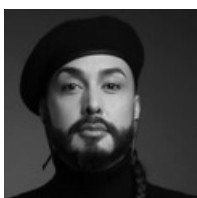
Marketing Me: Strategies for Success in the Freelance Career – Lijha Stewart 3rd Floor – Studio 3: Monday, May 4, 2026 – 10:00am-11:00am — \$35

Freelance artistry is more than just a skill, it's a strategy. In this session, we'll explore how to market yourself as a beauty professional and build a reputation that attracts the right clients, collaborators, and opportunities...[read full description here.](#)



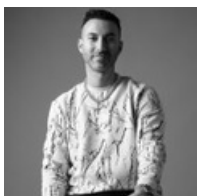
The Money Map: Pricing, Profit & Power – Lijha Stewart 3rd Floor – Studio 3: Monday, May 4, 2026 – 11:30am-12:30pm — \$35

Your talent is priceless—but your time shouldn't be. Master the financial side of artistry by understanding how to price your services strategically, negotiate confidently, and manage your income deftly...[read full description here.](#)



Natural Glamour Makeup for Mature Clients – Nick Lujan 3rd Floor – Studio 3: Monday, May 4, 2026 – 1:00pm-2:00pm — \$35

In a society where youthfulness is sought after and praised, helping mature clients recognize their beauty is an essential skill. In this session, learn how to adapt to the unique needs of every client, no matter their stage of life...[read full description here.](#)



Collaborate to Elevate: Partnerships, Networking & Press – EJ Jamele 3rd Floor – Studio 3: Monday, May 4, 2026 – 2:15pm-3:15pm — \$35

Build influence through connection. Discover how to connect authentically with other professionals in the beauty industry, from editors and PR reps to brand founders and photographers...[read full description here.](#)

Content Creation Fundamentals

3rd Floor – Studio 3: Monday, May 4, 2026 – 3:30pm-4:30pm — \$35

Social media can be a powerful tool but knowing how to use it is crucial. This session covers the basics of content creation for creatives looking to grow their presence and build their brand...[read full description here.](#)

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INTERNATIONAL STAGE | MONDAY, MAY 4

Find inspiration, unity and unforgettable artistry on The Makeup Show's International Stage, sponsored by Danessa Myricks Beauty. This stage celebrates the art of makeup by bringing together makeup professionals from all over the world to excite, engage, and inspire us to see the energy and possibility of what happens when artists unite.

**Full schedule to be announced soon*