

THE MAKEUP SHOP NYC.

A Beauty Experience
DECEMBER 13-14, 2025

Makeup: @iamolga | Model: @ashleystrohlein | Hair: @linhhaair | Photography: @shellyrtaggar

THE MAKEUP SHOP NYC

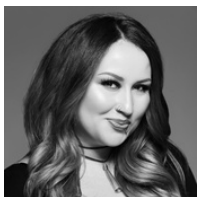
SAT, DEC. 13 | 10AM-5PM & SUN, DEC. 14 | 11AM-5PM

DAY 1 | SAT, DEC 13

EXHIBITOR FLOOR OPEN 10AM-5PM

CREATIVE STUDIO SESSIONS

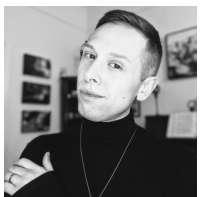
These Creative Studio Sessions are curated by The Makeup Show's artist collective. Add on these classes to your registration



Content Creation Fundamentals — Lijha Stewart

3rd Floor – Studio 1: Saturday, December 13 – 12pm-1pm — \$15

Marketing is a powerful tool, 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. Learn how to approach social media with intention, showcase your work effectively, and start attracting the clients, collaborators, and opportunities you want. Leave with a list of apps and practical strategies to use going forward.



Business 101: Fundamentals for Makeup Artists — Jake Aebly

3rd Floor – Studio 1: Saturday, December 13 – 1:30pm-2:30pm — \$15

A practical crash course that breaks down the essential business skills every beauty professional needs to thrive. From branding and budgeting to contracts and negotiating rates, this class will empower makeup artists to confidently navigate the business side of the industry.

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

THE MAKEUP SHOP NYC

SAT, DEC. 13 | 10AM-5PM & SUN, DEC. 14 | 11AM-5PM

SEMINAR STAGE

Experience our stages created for artists to learn the new trends for the season and the techniques from Airbrush, Beauty, FX and Body Art. These seminars are presented by our exhibitors along with the biggest artists in the business. ***Full schedule coming soon!**



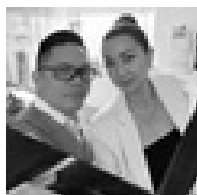
12:30pm-1:15pm: Miss Universe Makeup Look with Francis Star for Francis Star Cosmetics

DEMO STAGE

This specifically designed area offers a demo stage for artists to be introduced to new product, practice and improve their makeup skills. Touch it. Try it. Chart it. Apply it. Photograph it. ***Full schedule coming soon!**



10:30am-11:30am: Blurred Skin the DMB Way: Experience the Easiest Ways to Build Your Blur Using the NEW Yummy Skin Liquid Blurring Balm Spray with Pepper for Danessa Myricks Beauty.



11:45am-12:45pm: The Power of Plants in Skincare with Criselda Santa Cruz and Ranell Santa Cruz for Saint Cruz

3:30pm-4:30pm: Breaking Form: Deconstructing Line and Shape with Kat Packis for Alcone Company.

EXPERIENCES

Creatives' Holiday Mixer

3rd Floor – Saturday, December 13 – 5pm-7:30pm

Join us for the Creatives' Holiday Mixer. Celebrate the season with your community, network with pros, and enjoy an open bar, small bites, karaoke, and Beauty Bingo. (Access this event by purchasing a 1-Day or 2-Day combination ticket)

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THE MAKEUP SHOP NYC

SAT, DEC. 13 | 10AM-5PM & SUN, DEC. 14 | 11AM-5PM

DAY 2 | SUN, DEC 14
EXHIBITOR FLOOR OPEN 11AM-5PM

CREATIVE STUDIO SESSIONS

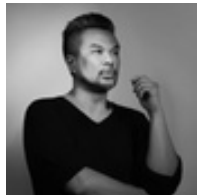
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Kit Fix: Building & Organizing a Pro Kit — Olga Solovey

3rd Floor – Studio 1: Sunday, December 14 – 11:30am-12:30pm — \$15

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, pack smarter, and make sure every product pulls its weight. Learn strategies for organizing, lightening your load, and building a kit that works for you on any set or in any studio.



Hair For Makeup Artists – Linh Nguyen

3rd Floor – Studio 1: Sunday, December 14 – 1:00pm-2:00pm — \$20

In the beauty industry, versatility matters — and this includes hair. This session is specially designed to give makeup artists a crash course on hairstyling—from a simple blowout to curls and updos. Learn the basics, build confidence, and gain a better understanding of what's expected when hair is part of the job.

EXCLUSIVE SPANISH CLASS

This class is done predominantly in Spanish and is sold independently of The Makeup Shop NYC, by Francis Star Cosmetics. Purchase class [here](#).



Waterproof Bridal Makeup – Francis Star

3rd Floor – Studio 1: Sunday, December 14, 2025 – 2:15pm-3:45pm — \$99

Francis Star invites you to the WATERPROOF BRIDAL MAKEUP CLASS at The Makeup Shop NYC. Join for an exclusive hands-on experience designed for makeup artists who want to elevate their bridal techniques. Every student will receive a FREE ENTRY to The Makeup Shop NYC on Sun. Dec 14th and a WATER SKIN PRIMER.

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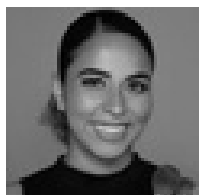
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SEMINAR STAGE

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12:00pm-12:45pm: The Perfect Face: Building Your Best Base with Kim Baker for Glamazon Beauty.



1:00pm-1:45pm: The Ultimate Colorfix Showdown: Experience the Best Ways to Use Colorfix Alongside the NEW Colorfix Stix with Genesis Martinez for Danessa Myricks Beauty.



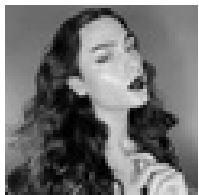
2:00pm-2:45pm: Preparing for a Pro Career in Beauty with James Vincent for The Makeup Show.



3:00pm-3:45pm: POPular: Color Theory & Making Features Pop with Jake Aebly for Alcone Company.

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12:45pm-1:45pm: Sparkle & Smoke: Classic Eye Looks Elevated with Grant Karpin for Alcone Company.

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