

# THE MAKEUP SHOP NYC.

A Beauty Experience  
**DECEMBER 13-14, 2025**

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

## THE MAKEUP SHOP NYC

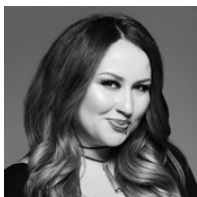
SAT, DEC. 13 | 10AM-5PM & SUN, DEC. 14 | 11AM-5PM

### DAY 1 | SAT, DEC 13

EXHIBITOR FLOOR OPEN 10AM-5PM

#### CREATIVE STUDIO SESSIONS

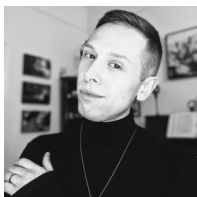
*These Creative Studio Sessions are curated by The Makeup Show's artist collective. Add on these classes to your registration*



#### **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!***



**11:30am-12:15pm: Red Carpet Glam with Ashunta Sheriff-Kendricks for Ashunta Sheriff Beauty**



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



**1:30pm-2:15pm: Creamy Air, Corrective Makeup and Tattoo Cover with Frederick Sanders for Temptu**



**2:30pm-3:15pm: Runway Radiance with Kisha Augustine for Pat McGrath Labs**

## 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**

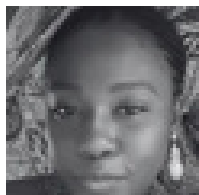


**11:45am-12:45pm: The Power of Plants in Skincare with Criselda Santa Cruz and Ranell Santa Cruz for Saint Cruz**

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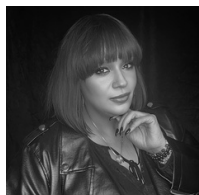
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**1:00pm-2:00pm: The Future of Skin Analysis: Understanding Inflammation and Melanin-Based Responses with Judith S. Pluviose for Beautélanin Skincare**



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



**2:15pm-3:15pm: Nirvana Nights with Shar Turner – iArtist Alum**

## 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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**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**



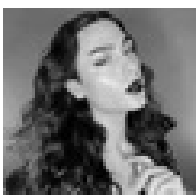
**3:00pm-3:45pm: POPular: Color Theory & Making Features Pop with Jake Aebly for Alcone Company**

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**11:30am-12:30pm: Noir Noel-But Make It Festive with Erin Geddis – iArtist Alum**



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

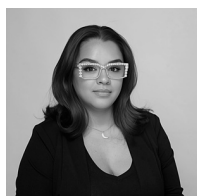
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2:00pm-3:00pm: Holiday, the Temptu Way with with Frederick Sanders for Temptu



3:15pm-4:15pm: Holiday Radiance – Clean Brushes, Clean Glam with Jasmin Moon for Felix Professional

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