

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 Mixer

Saturday, May 2 – 4:30pm-6:30pm – \$75

Join us for an early evening of cocktails, food, and conversation with our brand owners and friends. Enjoy an open bar, a gift bag, and a chance to connect intimately with the artists and pros shaping Beauty today.

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

The Makeup Show Opening Cocktail

Saturday, May 2 – 6:30pm-8:30pm – \$20

Celebrate with us at the official opening of The Makeup Show NYC 2026! Come together with the community and enjoy a fun evening with an open bar, snacks, games, and networking before the show begins. Please note, this event does NOT include a gift bag.

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IN THE STUDIO | SATURDAY, MAY 2

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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.](#)

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

THE MAKEUP SHOW NYC 2026

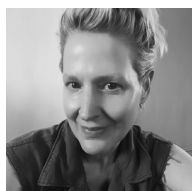
SUNDAY, MAY 3 | 9AM-6PM – MONDAY, MAY 4 | 9AM-5PM

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*



Signature Style – Dotti

Sunday May 3, 2026 | 2nd Floor – 10:00am-11:30am

In this session, Dotti will reveal the secrets behind her signature “no-makeup makeup” approach—demonstrating why the true star of every look is always the skin itself. Join us as Dotti shows us her unique approach...[read full description here.](#)



Iconic Artistry – Alexx Mayo

Sunday May 3, 2026 | 2nd Floor – 12:00pm-1:30pm

In this session Alexx, will share highlights from his journey in beauty—offering an inside look at the realities of building a successful career, navigating and showcasing his signature techniques, ...[read full description here.](#)



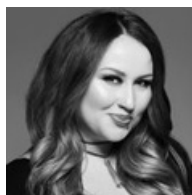
Artistry & Innovation – Kasey Spickard

Sunday May 3, 2026 | 2nd Floor – 2:00pm-3:30pm

In this session, Kasey will share his expertise in networking, social media, and building a strong presence at the intersection of beauty, branding, and technology. With experience consulting for platforms like...[read full description here.](#)

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.](#)



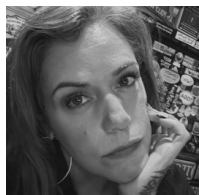
Beautiful Skin for Every Client – Aga Rhodes

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.](#)

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Esthetic Aesthetic: Mastering Complexion for Today's Client – Julia Dalton-Brush
3rd Floor – Studio 2: Sunday, May 3, 2026 – 10:00am-1:00pm — \$155

In this hands-on session, our educator will guide you through assessing and diagnosing your client's unique skincare needs, selecting the most effective products, and supporting their complexion...[read full description here.](#)

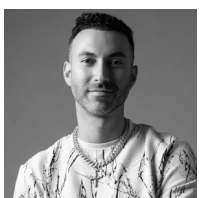


Glam + Go: Techniques for the Art of Glamour – Aga Rhodes
3rd Floor – Studio 2: Sunday, May 3, 2026 – 1:30pm-4:30pm — \$155

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.](#)

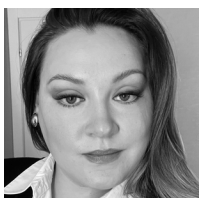
BUSINESS OF BEAUTY | SUNDAY, MAY 3

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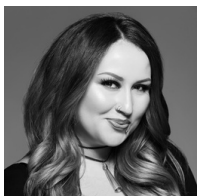
Represent: Understanding Agency Representation – EJ Jamele
3rd Floor – Studio 3: Sunday, May 3, 2026 – 10:00am-11:00am — \$35

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.](#)



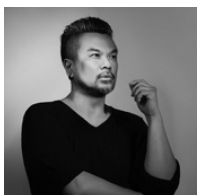
Kit Fix: Building & Organizing a Pro Kit – Olga Solovey
3rd Floor – Studio 3: Sunday, May 3, 2026 – 11:30am-12:30pm — \$35

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.](#)



Skin Games – Lijha Stewart
3rd Floor – Studio 3: Sunday, May 3, 2026 – 1:00pm-2:00pm — \$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.](#)



The Business of Hair – Linh Nguyen
3rd Floor – Studio 3: Sunday, May 3, 2026 – 2:15pm-3:15pm — \$35

Growing from skill to service means knowing how to position yourself as a versatile artist. Join a master stylist in exploring the real-world application of hair services within a professional makeup career...[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.](#)

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SEMINAR STAGE A & B | SUNDAY, MAY 3

**Full schedule to be announced soon*

DEMO STAGE A & B | SUNDAY, MAY 3

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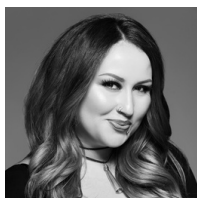
COMMUNITY STAGE | SUNDAY, MAY 3

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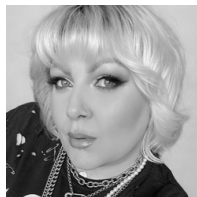
INTERNATIONAL STAGE | SUNDAY, MAY 3

Experience a world of beauty without leaving the show floor. Sponsored by Danessa Myricks Beauty, The Makeup Show's International stage [...read full description here.](#)

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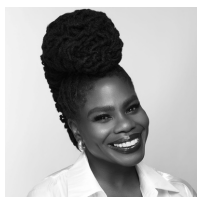


United States – Lijha Stewart
Sunday, May 3 | Floor 1 – 2:30pm-4:30pm



England – Emily Clayton
Sunday, May 3 | Floor 1

POST-SHOW EVENTS | SUNDAY, MAY 3



Artists United Sponsored by Danessa Myricks Beauty – Danessa Myricks & Guest Artist TBA
Sunday, May 3 | 5:30pm-9:30pm – Floor 2 – \$219

Makeup artistry, like every form of art, is shaped by individual perspective, taste, and technique, which is part of what makes our industry so dynamic! Experience this magic come to life [...read full description here.](#)

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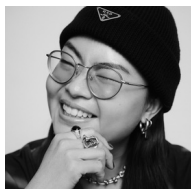
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An Artist of Influence – SandyNicha
Monday, May 4, 2026 | 2nd Floor – 10:00am-11:30am

In this session, SandyNicha will share how she built a recognizable aesthetic while staying true to her values in an ever-evolving industry. Listen in as she gives practical advice on achieving long-term success...[read full description here.](#)



Artist Town Hall – Danessa Myricks, Cynthia Di Meo, and Uzo. Hosted by: James Vincent
Monday, May 4, 2026 | 2nd Floor – 2:00pm-3:30pm

In this session, our expert panel will share insider perspectives on how to navigate this evolving landscape while maintaining authenticity in an increasingly digital world. Join us for a dynamic discussion...[read full description here.](#)

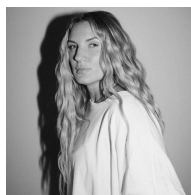
IN THE STUDIO | MONDAY, MAY 4

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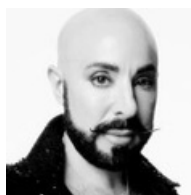
Color & Texture: Building Dimension Through Makeup – Lijha Stewart
3rd Floor – Studio 1: Monday, May 4, 2026 – 9:30am-12:30pm — \$155

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 2: 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.](#)



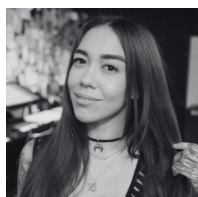
Creating Characters: The Art of Transformation – Eddie Duyos
3rd Floor – Studio 1: Monday, May 4, 2026 – 1:00pm-4:00pm — \$155

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.](#)

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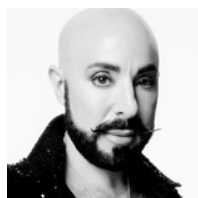
Working in TV and Film – **Suki Tsujimoto**

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

Working in television and film offers exciting opportunities for makeup artists. 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

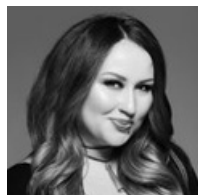
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Working with a Brand – **Eddie Duyos**

3rd Floor – Studio 3: Monday, May 4, 2026 – 10:00am-11:00am — \$35

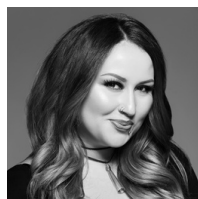
Building a relationship with a brand can be a great way to launch a career or create more work, but to do so it's vital to separate yourself from the fray. In this session...[read full description here.](#)



The Money Map: Pricing, Profit, & Marketing – **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 business side of artistry by understanding how to market yourself, price your services strategically, negotiate confidently, and manage your income deftly...[read full description here.](#)



Natural Glamour Makeup for Mature Clients – **Lijha Stewart**

3rd Floor – Studio 3: Monday, May 4, 2026 – 1:00pm-2:00pm — \$35

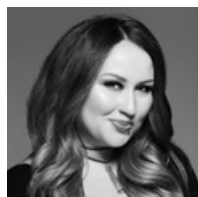
In a society where youthfulness is sought after and praised, helping mature clients recognize their beauty is an essential skill. In this session, learn how to adapt to the unique needs of every client, no matter their stage of life...[read full description here.](#)



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 – **Lijha Stewart**

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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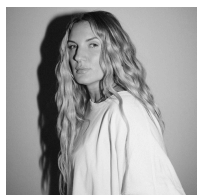
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Mexico – Zoë Elizabeth

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