



THE MAKEUP SHOP NYC 2026

SAT, DEC 12 & SUN, DEC 13 | 123 W 18TH ST, NYC – FL 2

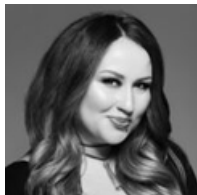


THE MAKEUP SHOP NYC DAY 1 | SAT, DEC 12

EXHIBITOR FLOOR OPEN 10AM-5PM

CREATIVE STUDIO SESSIONS – BUSINESS

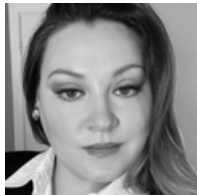
These Creative Studio Sessions are curated by The Makeup Show's artist collective. Add on these classes to your registration.



Content Creation Fundamentals – Lijha Stewart

3rd Floor – Studio 1: Saturday, December 12, 2026 – 10:30am-11:30am — \$25

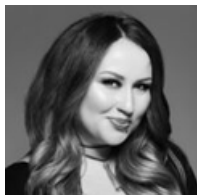
Social media can be a powerful tool but knowing how to use it is crucial. This session covers the basics of content creation for creatives looking to grow their presence and build their brand...[read full description here.](#)



Skin Games – Olga Solovey

3rd Floor – Studio 1: Saturday, December 12, 2026 – 11:45am-12:45pm — \$25

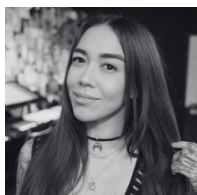
Thanks to our obsession with social media, the demand for perfect skin is at an all-time high. For the working makeup artist or esthetician, skincare knowledge is a career essential. This must-attend session...[read full description here.](#)



The Money Map: Pricing, Profit, & Marketing – Lijha Stewart

3rd Floor – Studio 1: Saturday, December 12, 2026 – 1:00pm-2:00pm — \$25

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



Breaking Into TV & Film Makeup – Suki Tsujimoto

3rd Floor – Studio 1: Saturday, December 12, 2026 – 2:15pm-3:15pm — \$25

Want to work behind the scenes on television shows, streaming productions, commercials, and film sets? This class is designed for makeup artists looking to understand how the TV & film industry really works...[read full description here.](#)



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Natural Glamour Makeup for Mature Clients – Lijha Stewart

3rd Floor – Studio 1: Saturday, December 12, 2026 – 3:30pm-4:30pm — \$25

In a society where youthfulness is sought after and praised, helping mature clients recognize their beauty is an essential skill for any makeup artist. In this session, learn how to adapt to the unique needs of every client [...read full description here.](#)

SEMINAR STAGE

Seminar Stage Presentations are included in your ticket. Full schedule coming soon!

DEMO STAGE

Demo Stage Presentations are included in your ticket. Full schedule coming soon!

EXPERIENCES

Experiences are available to add-on to your ticket for an additional fee.

Creatives' Holiday Mixer ✨

3rd Floor – Saturday, December 12, 2026 – 5pm-7:30pm — \$10

Join us for the Creatives' Holiday Mixer. Celebrate the season with your community, network with pros, and enjoy an open bar, small bites, & other surprises!



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THE MAKEUP SHOP NYC DAY 2 | SUN, DEC 13

EXHIBITOR FLOOR OPEN 11AM-5PM

CREATIVE STUDIO SESSIONS – HANDS-ON

These Creative Studio Sessions are curated by The Makeup Show's artist collective. Add on these classes to your registration. For Hands-On Sessions bring your own brushes, makeup is included.



Understanding Color Theory & Color Correction – James Vincent
3rd Floor – Studio 1: Sunday, December 13, 2026 – 10:00am-1:00pm — \$140

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



Working in TV and Film – Suki Tsujimoto
3rd Floor – Studio 1: Sunday, December 13, 2026 – 1:15pm-4:15pm — \$140

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

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DEMO STAGE

Demo Stage Presentations are included in your ticket. Full schedule coming soon!