



FASHION & EDITORIAL MAKE UP MANUAL

The world of fashion & editorial make up covers a huge array of looks and techniques. This could be working towards a photographic brief for a no make up, beauty shot to a highly creative fashion spread using drawing, glitter, gold leaf, food and who knows what else! It is very important to learn what products translate well on camera (and what products don't!) It's crucial to know if working with a Photographer what they expect from you as the professional Make Up Artist. You need to know how to translate and 'fit' a brief given to you by a photographer/director/creative artist/stylist. This could also be for a red carpet event where make up has to be beautiful both in person and for the paparazzi camera there to take photos. Current trends (which goes with out saying, changes all the time) need to be looked at. The twice yearly fashion week seasons (London, New York, Paris, Milan) are indicator of what is to come on the high street in the following months. Instagram make up, a still relatively new thing, is another indicator of what is popular, on trend both product wise, colour wise and look wise. It is though important to remember though that some make up looks on Instagram and other social media's are looks done purely for this format and not to wear out (of course you/ your client could if you wish, just remember the intensity is very strong in day light!) Be inspired, take in your surroundings, fabrics, retro Images, photographs, films, nature, flowers, magazines, books, interior design, food-anything that may inspire you to be creative in your Make Up looks and help your fashion/ editorial career. Each job is different and as with all make up jobs it is never one size fits all!



1.1 Editorial looks

1.1 High sheen

What products work to create a high sheen/wet editorial look? Students will be shown how to achieve this popular style using recommended products that work and show on camera.

1.2 Red carpet make up

Students will take a look at recent red carpet make up/hair/costume looks and see what is the current fashion for these and if there is for example a certain vintage period being used for inspiration.

1.3 Instagram/other fashion make up

Students will Look at what is popular on Instagram, other social media and influences.

1.4 Fashion week

The most recent fashion weeks will be looked at to see what was popular, was there a certain theme coming though and use this to help inspire some practical, creative work.

2.TOOLS

2.1Stencils

There are a wide range of different stencils available that can be used with the following products and tools to create different patterns on the face:

- Powder
- Pigment
- Eyeshadow
- Paint

You can also create your own stencils to use out of lots of different materials such as:

- Paper
- Plastic
- Fabric

2.2 Glitter

Using glitter in your make up creations can help you create a look totally unique and glamorous look. Glitter can be used in a variety of different ways including:

- Loose, over eyeshadow or pigment
- Used with eyelash glue or spirit gum to stick on
- Used with a stencil
- Applied with a mixing medium to help add a base for it to stick to

Always use a very fine glitter that the packaging states it can be used for the face. A bigger more rough cut glitter may harm your client's skin.

2.3 Gems and Feathers/Gold leaf

Using gems and feathers in your make up looks can add a whole new dimension to your make up look and create something very life like and with a 3D appearance. You could apply gems and feathers to a very elaborate style or even a very simple style using the gems or feathers as your main feature. You can use eyelash glue or spirit gum to apply them to the face but always be careful near the eyes. Gold leaf can add more than a touch of glamour and edginess to a creative fashion look.

2.4 Drawing and Art

There are no boundaries in creativity when designing make up looks. You can use make up pencils to draw on the face to create art and new shapes. You could use them as a template to trace over or as the main design itself. You could centre the drawing on part of the face or all over the face. Experiment and see where your creativity takes you.

Resources-

.Fashion magazines such as Vogue, Elle (or online versions.)

.Fashion books /Fashion designers

.Perfume/beauty companies

.T.V/Film

. Instagram /Pinterest

