



## SPOTLIGHT ON INNOVATION AND MAKEUP!



Initiated in New York, last September, Millennials will reveal their favorite make-up products among the 30 IT Products selected by the professional MakeUp in jury and exhibited on the Innovation Tree at the show.

Lead by Michele Burke, Make-up Designer and Two-time Academy Award winner, students from Chic Studios make-up school will analyze and select the 3 products of their choice, on 4 criterias based on innovations.

Come and discover what will be the IT make-up product of tomorrow on February 8th at 1:45pm in the conference room at MakeUp in Los Angeles, Barker Hangar, Santa Monica.

We have shined a light on Michèle Burke and the Chic Studio team.

**MakeUp in...™: Michele, as a Make-up Designer and Two Time Academy Award winner, could you tell us how you foresee the future of your occupation (profession)?**

**Michele Burke:** It's actually an amazing time to be a Makeup Artist. The world of Beauty and Fashion is bigger than ever as well as reaching more members of the global population. There is more focus on physical beauty, body image, self-image, branding and perfectionism. Think – social media, selfies, etc. Makeup Artists have specialized in niche skills that are in high demand and are now being recognized as Beauty professionals that they are.



**MakeUp in...™: *In terms of make-up products, as a professional, how often do you evaluate the new brands, the indie brands?***

**Michele Burke:** It's essential as a makeup professional that I continually seek out new products, applicators and brands... be it Prestige, Indie... whatever.... No boundaries. My clients expect and demand this of me. I demand it of myself. The innovation zone is speeding along. I don't want my skills to go stale. I set up my Makeup Station like a surgeon in an operating room.

**MakeUp in...™: *According to your experience, what are the most successful innovations in Formulation or Packaging ?***

**Michele Burke:** In my opinion, this is the golden age of formulations. Thanks to our brilliant formulators and chemists we have access to some of the best formulations ever, across all of the brands. Obviously some are better than others as ingredients and tastes vary. I would have to say the same about packaging. Brilliant ground breaking work is being done.

The most successful innovations are truly when there is the perfect marriage of both – Formulation and Packaging. In my experience, I can work with virtually all Formulas or Packaging as long as I have the proper tools and applicators. For me, a great makeup always comes down to a skilled application.

**MakeUp in...™: *What are your expectations (what are you looking for) towards Make Up in Los Angeles 2018 ?***

**Michele Burke:** I'm always looking to be inspired by the creativity and passion of the artisans and technicians as well as the sales and marketing teams that attend the MakeUp in World shows. I am never disappointed. Networking and bringing us all together is invaluable. So is the educational component of the show!! . I'm always grateful to Jean-Yves, Sandra and Charles for staging and organizing this event. Amazing things happen and the results are felt throughout the entire makeup and Beauty ecosystem.

**MakeUp in...™: *What are your current / latest projects ?***

**Michele Burke:** I've been a bit of a multi-tasker lately. I recently designed the makeup for Ms. Kate Hudson for a film titled, "Marshall" that is currently in the theaters. I also continue to design special beauty makeups and characters for film. I have recently participated in 4 incredible books. "Leading Ladies of Makeup Effects" (the first recognition of women makeup effects artists), "Monster Squad, Celebrating the Artists that Create Them", "The Secret Life of Pencil" (famous artists and their pencils) and an update on the seminal book on makeup, "Richard Corson's Stage Makeup" . Many consider it the bible... My very successful collaboration continues with Geka Worldwide. My blender and applicator designs are sold worldwide by many of the top Prestige Brands. I create specialized workshops for cosmetic brands and makeup artists on color theory and makeup application. I also work with Brands on new product innovations, product testing of their current lines or R & D... It's busy... The way I like it.

Amy Nicole's legacy for the Chic Studios brand was created out of a desire to develop a school that offered professional training, resources and the tools necessary to help makeup artists launch into a successful career. Amy began her career in Canada, refining her knowledge and trade-skills, arriving at advance principles in makeup artistry techniques.

Amy has been a valuable expert for leading beauty events in New York City, Los Angeles, and Canada working with top models and celebrities (Irina Shayk, Julie Henderson, Jessica White and Jill Zarin to name a few). Additionally, Amy has lent her expertise to broadcast realms and multiple designer fashion shows and events to include LA Street Fashion Week, New York Fashion Week, BeautyCon and Brooklyn Fashion Week. Amy is an active member of her community and a board member of the Boys and Girls Club Malibu.



Chic Studios is a fashion-forward makeup artistry-learning school that practices through course instruction, live hands-on lessons and provides opportunities to graduates through the 'Chic Pro Community'.

Chic Studios is a Licensed Professional Makeup Artistry school.

Chic Studios enables career services assisting students and alumni with opportunities and education to plan, promote and prepare their careers to launch into the beauty industry. Upon completion of any of our courses, each alumni becomes part of our 'Chic Pro Community', which is a platform for events, job opportunities, advanced education,

internships, gigs or career hiring fairs. Brands that Chic Studios uses in the classroom as well as the basic makeup kits are: MAC Cosmetics, Makeup Forever, NARS Cosmetics, Laura Mercier, Eve Pearl, Graftobian, Cinema Secrets, Bobbi Brown, Billion Dollar Brows, NYX Cosmetics, Stila Cosmetics, Lancome, Too Faced, It Cosmetics, Dior, Inglot, Real Techniques, Morphe Brushes, Bioderma skin care to name a few.



Chic Studios experienced, industry leading instructors and friendly staff offer comprehensive, hands-on curriculums taught exclusively in a small class-size environment. Each classroom offers a work-station for learning purposes, for each student.

Chic Studios Master Makeup and Professional Makeup courses allow students to focus on the art and techniques of makeup artistry, along with advanced courses that allow students to enhance their careers and skill-set within professional artistry.