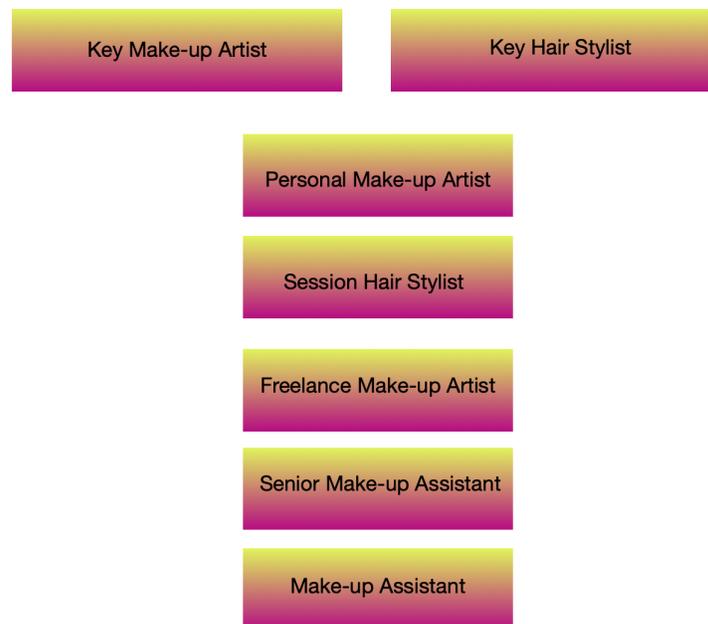


HAIR & MAKE-UP ROLES WITHIN THE FASHION INDUSTRY



When starting out after college and pursuing a career in the fashion industries, it may seem like there is little information available on how to get started. For the newly-qualified hair and make-up artist, this is a breakdown of the roles which may be available for working in the fashion make-up industry. The most important thing to remember in the fashion industries is that networking will be key to how you develop. It is essential to find a network of like-minded people, who are also recent graduates from training courses, such as photographers, fashion stylists and models. With this network you will be able to work together on test shoots to build your portfolios. It is very important that you build your make-up portfolio to an industry standard. The quality of photography will be very important when you try to gain work with a reputable agency. Being a team player is also vital as you will eventually be part of a key artist's team and you will need to be reliable, trustworthy, skilled and hardworking, in particular during the editorial and fashion week timelines. The fashion industry can be very competitive but always remember your own integrity and that we can always achieve much more by working as a team and supporting each other. The roles vary for fashion jobs as they are not as structured as work in film and TV, however this is a general breakdown for the fashion industry.

Fashion roles

Key Make-up Artist and Key Hair Stylist

Generally key artists are divided into either hair or make-up. On most high-profile productions, such as fashion weeks, editorial and advertising campaigns, there will be a key make-up artist and a key hair artist who are very established in the fashion industry.

A key hair and make-up artist who is proficient in both hair and make-up may sometimes head both teams. However, on big budget fashion shows, editorial and advertising campaigns, hair and make-up will generally direct their separate teams. The key artist will hold meetings in advance to liaise with artistic directors, fashion designers, agents and the clients to discuss the image they have in mind.

The key artist will also generally have a permanent team who will organise their stock requirements, teams and assistants. They may organise interviews for more extensive teams for larger productions such as runway shows and music videos.

The key artist will usually be represented by an agency who will manage their diary and bookings.

Below is a table of current key artists represented by leading agencies (Nov 2020)

<u>Key Make-up</u>	<u>Key Hair</u>
Val Garland	Sam McKnight
Mary Greenwell	James Brown
Lisa Eldridge	Earl Simms
Wendy Rowe	Orlando Pita
Andrew Gallimore	Guido Palau
Ruby Hammer	Josh Wood
Lucia Pieroni	Carlos Ferraz
Alex Box	Eamonn Hughes
Polly Osmond	Ken O'Rourke
Caroline Barnes	Tracie Cant
Neil Young	Charlotte Mensah
Dick Page	Kevin Fortune
Pat McGrath	Sam Burnett
Charlotte Tilbury	Anthony Turner
Carol Brown	Luke Hersheson
Terry Barber	Davide Barbieri
Lan Nguyen Grealis	Paul Windle
Sharon Dowsett	Errol Douglas

Personal Make-up Artists

Personal make-up artists are generally assigned to a model or actress to work with them on red carpet events, advertising or editorial campaigns and presentations. The personal make-up artist is often represented by an agency who will negotiate their bookings, calendars & fees

Examples of Personal Make-up Artists

<u>Actress/ Model</u>	<u>Make-up Artist</u>
Cate Blanchett	Mary Greenwell
Lily Collins	Polly Osmond
Paloma Faith	Lan Nguyen Grealis
Emma Willis	Amanda Bowen
Beth Ditto	Andrew Gallimore

Session Hair Stylist

Session hair stylists work individually on advertising & editorial campaigns and red carpet events. Generally they will be represented by an agency who will arrange their schedules, diaries, negotiate fees and bookings. The hair styling kits are extensive; Sam McKnight is on record as stating that for any one fashion week show he has a collection of 14 suitcases full of products, adornments, hairpieces & wefts and electrical equipment plus an army of 10 hairstyling assistants.

Examples of Key Session Hair Stylists

Sam McKnight	Josh Wood	Charlotte Mensah
James Brown	Carlos Ferraz	Kevin Fortune
Earl Simms	Eamonn Hughes	Sam Burnett
Orlando Pita	Ken O'Rourke	Anthony Turner
Guido Palau	Tracie Cant	Luke Hersheson
Neil Moodie	Paul Windle	Davide Barbieri

Freelance Make-up Artist

There is a wide area of freelance employment for make-up artists in the fashion industry, however this area of work can be unregulated. Freelance make-up artists' work will vary according to the calendars of the various fashion weeks and advertising or editorial work. Some artists may be represented by an agency while others manage their own bookings. If you are represented by an agency they will negotiate work rates, insurance and organise your portfolio. Either way, working as a freelance make-up artist in fashion, you will need to understand cash-flow and save for lean times as jobs in this industry can take from 1 month to 6 months to be paid. Learn to plan and put good systems in place as it can be very tough in the early stages.

Freelance Work	Details
London Fashion Week Paris Fashion Week Milan Fashion Week New York Fashion Week	These are the main fashion weeks and are usually held in February and September, although other large runway shows happen throughout the year. Freelance make-up artists may lead their own team, join bigger teams or may be employed by a make-up company who may sponsor the show. For example MAC Cosmetics often support key artists with their in-house Pro Team of senior artists. Payment is usually by invoice.
Editorial	Photographic shoots for magazines. Hair and make-up artists may be represented by agencies or be freelance. Payment is usually by invoice.
Advertising/Advertorial Commercials	Advertising campaigns are regulated by the APA - Advertising Producers Association. Hair and make-up artists may be represented by agencies or be freelancers who have built up a good working relationship with clients/teams/agencies. TV directors who chose their hair and make-up designers/HODs, often request trusted designers they have worked with previously. Big budget campaigns often allow the designers to select their own teams of support artists and assistants for the shoot. Payment is usually by invoice.
E-Commerce/Look Books	Working with brands for their Look Books. Payment by invoice.
Red Carpet/Special Occasion/Bridal	Payment by invoice and setting own rates with regular clients.
Macro Beauty Editorials	Hair and make-up artists working in a team with a photographer. Payment is usually by invoice.

Employed Hair and Make-up Artists



Employed work	Detail
In-house Hair & Make-up Teams	Online clothing companies such as ASOS employ hair and make-up artists on a full-time or part-time basis.
Retail Make-up Artist	Make-up retail, selling cosmetics on a counter. Full-time or part-time contracts available. These can offer career incentives leading to management or training positions and senior artists or Pro Team selections. Positions Include: Store Manager Assistant Store Manager Education and Training Manager Key Sales Manager Area Sales Manager National Sales Manager Pro Team Manager
Make-up Studios	Studios that offer a photographic package including hair and make-up have full-time and part-time work available. Payment is usually based on a shift of allocated hours.
Cosmetic Agency	Make-up artists can be booked by cosmetics agencies to work in cosmetics in high street department stores. This is an employed role, paid by the hour

Senior Make-up Assistant

This is generally a make-up assistant who works predominantly in a key make-up artist's team. They will be one of their main assistants and may be employed full time by the key make-up artist or their agency. The senior make-up assistant will organise the key make-up artist's stock supplies for all their runway shows and editorial campaigns. They will recruit and interview teams to work in the key artist's crew during fashion weeks. They organise schedules for working backstage to support the key make-up Artist.



Make-up Assistant

This is the first role fashion make-up artists will undertake after completing their training. While you learn various techniques in college, you will learn many more skills and knowledge by assisting a well-established make-up artist. This learning on the job is an unrivalled way to learn the ways of working in make-up in the fashion industry.

While at a trainee level, make-up assistants often supplement their income by working for make-up retail stores or counters.

Key Areas to explore:

Le Book - www.lebook.com

Fashion book of listings for established creatives, photographers, stylists, hairstylists & make-up artists

Creative Handbook - www.creativehandbook.com

Fashion book of listings for established creatives, photographers, stylists, hairstylists & make-up artists

Fashion Monitor - www.fashionmonitor.com

Fashion book of listings for established creatives, photographers, stylists, hairstylists & make-up artists

London Fashion Week - www.londonfashionweek.co.uk - updates about LFW

Business of Fashion (BOF) - www.businessoffashion.com

Great website for Fashion

Visionaire World - www.visionaireworld.com

Inspirational photography & design ideas

SHOWStudio - www.showstudio.com

Founded by Fashion Photographer Nick Knight, this is a website with fashion research, fashion films, interviews & photography