

THE MAKEUP SHOW MIAMI



THE MAKEUP SHOW MIAMI

February 24-25, 2008
9:30AM – 5:30PM

PRESENTATION OF THE MAKEUP SHOW MIAMI "LOOK"

February 25, 2008
9:00AM – 10:00AM
(Press Breakfast Reception)

WHERE:

THE MIAMI BEACH
CONVENTION CENTER
1901 Convention Center Dr.
Miami Beach, FL

RSVP: Call 646.714.2520 or
themakeupshow@statepr.com

TICKETS & INFO:
WWW.THEMAKEUPSHOW.COM

MEDIA CONTACT:
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THE POWDER GROUP, METROPOLITAN EVENTS AND PRODUCTION AND ON MAKEUP MAGAZINE PRESENT LEAD MAKEUP ARTIST, JAMES VINCENT FOR AN EXCLUSIVE PRESENTATION OF THE MAKEUP SHOW MIAMI "LOOK" AT THE MAKEUP SHOW MIAMI MONDAY, FEBRUARY 25, 2008, 9AM

NEW YORK/ MIAMI (February 2008) –The Powder Group and Metropolitan Events and Production, producers of *The Makeup Show*, are excited to announce the premiere of *The Makeup Show Miami*, February 24th & 25th, 9:30am-5:30pm daily, at **The Miami Beach Convention Center**, located at **1901 Convention Center Dr., Miami Beach, FL**. As a special presentation, *The Makeup Show* and *On Makeup Magazine* will sponsor a special press only breakfast presentation and preview of *The Makeup Show Miami "Look"* created by Lead Artist, **James Vincent** for *The Makeup Show Miami*, on **Monday, February 25, 2008**, beginning promptly at **9:00am**. **This is a closed event.** For members of the press who wish to attend for coverage, contact **STATE Public Relations, Kristina Ratliff** or **Ryan Urcia** at **PH 646.714.2520** or **themakeupshow@statepr.com**.

Inspired by **Cuban Café Culture**, the "look" for *The Makeup Show Miami* captures the essence of South Beach with glowing skin, dramatic eyes, and sun-kissed hues of sunset golden brown, orange, teal and coral. During the breakfast presentation members of the press will have the opportunity the experience the "look" first hand as demonstrated by James and receive exclusive products as a gift before joining the rest of the artist population at *The Makeup Show Miami*.

James starts the look with a bronze base of **Solar Glow** by **Temptu New York** applied with **adesign's Perfect Face Shader** brush to smooth the liquid bronzer seamlessly into the skin to create a glow from within. For the eyes, the soul of South Beach is expressed through the suntan metallics of **Obsessive Compulsive Cosmetics' Miami Miami Loose Color Concentrate** and **Face Atelier's Ultra Bronzer in Cognac**. **Onyx** and **Indigo Eye Accent Pencils** by **Pencil Me In** add just the right amount of sensuality, and a quick smudge of the pencil along the lash line and inner rim gives a sophisticated smolder to the look. For a final touch for the eyes, James adds **Three Custom Color's Peacock Eye Shadow** at the inner corner of the eye and along the lash line using **Crown Brush's** unique **Small Chisel Brush**. For the lip and cheek color, James worked with **Three Custom Color** to create **Poppy Lip** and **Cheek Stain**, the perfect new coral, which he used on both the apple of the cheek and as the lip color. To complete the look, a touch of **Face Atelier's Ultra Bronzer in Cognac** was added at the top of the cheekbone, and a combination of **Diva's Peach** and **Bling Diva Glosses** from **Big Girl Cosmetics** were layered on the lip.

An intimate show with a real sense of community and artistic energy, *The Makeup Show Miami* will bring a pro-driven legion of beauty and fashion professionals to the shores of South Beach. From editorial forces to mass-market phenomenon, insider-only tips will be traded between the best in the business over this two-day intensive event. *The Makeup Show Miami* will examine cosmetic applications of technique and style, featured in hands-on workshops, seminars and keynote presentations. *The Makeup Show Miami* also celebrates Latin influence and will include bi-lingual events.

In 2006, the event producers officially launch *The Makeup Show* in New York City, the epicenter of the glamour industry, and was the first New York City forum designed exclusively for professionals in the artistry of makeup and beauty. It has succeeded as an unparalleled event, casting divas from the worlds of fashion & beauty, special effects, film & television, theater, and product development by bringing together beauty professionals, industry educators, retailers, product companies and manufacturers. More than 60 top brands from all shades of artistry display latest products and looks in a boutique setting for two days of education, inspiration and community building.

The Makeup Show has a built-in educational program, hosting more than 40 seminars, workshops and lectures by some of the top makeup artists in the fashion & entertainment industry. Classes range from Editorial Beauty and Airbrush Basics to the Perfect Bride and Makeup for Women of Color, to name a few. The Makeup Show Miami will feature a cast of presenters including **Billy B, Leslie Lopez, Myles O'Reilly, Marietta Carter Narcisse, Eve Pearl, Leslie Christin, Orlando Santiago, Michael DeVellis, James Vincent, and Johnny Lavoy.**

The Makeup Show Miami is sponsored in part by Platinum Sponsor **Temptu**, as well as **Crown Brushes, Alcone, and Artists by Timothy Priano**, along with media sponsors **On Makeup Magazine** and **Color Mundo**. Exhibitors for The Makeup Show Miami include **M.A.C Cosmetics, Stila Cosmetics, Make Up For Ever, Three Custom Color, Cara Cosmetics International, Iredale Mineral Cosmetics, Becca Cosmetics, and Alison Raffaele Cosmetics**, to name a few. For a complete list of exhibitors, visit www.themakeupshow.com.

Travel partners for The Makeup Show Miami include **American Airlines** and hotel partners: **The Raleigh** (+1.305.534.6300), **The Standard** (+1.305.673.1717) and **Nash** (+1.305.674.7800). For more travel assistance, visit www.themakeupshow.com.

For information on how to be part of **The Makeup Show Miami 2008** and the upcoming **The Makeup Show NYC 2008, May 18th & 19th, 2008**, please contact **Shelly Taggar** at **+1.212.242.1213** or via email at shelly@metropolitanevents.com. For press inquiries, media accreditation and passes, contact **STATE Public Relations, Kristina Ratliff** directly at **+1.646.714.2520** or via email at kristina@statepr.com.

About Metropolitan Events And Production

Metropolitan Events and Production is a first-of-its-kind hybrid venue and event-planning house providing full-service event coordination, a dedicated staff, and a distinguished network of production resources culminating from years of experience. Mirroring the pride of the award winning special events venue, Metropolitan Pavilion, the production branch continues to meet contemporary standards of excellence and distinction with more than a decade of hands-on experience and superior rated service. A fusion of production services and management expertise, Metropolitan Events and Production compliments the needs of clients, working with event planners to streamline the entire event process. From administrative proficiency to creative services, Metropolitan Events offers a full range of event know-how from floor plans and event design, marketing and staffing, consultation, catering and more. Metropolitan Events and Production leverages a rolodex for all needs of event coordination including party rentals, liquor and beverage packages, photography services, printing services, and assistance in obtaining special permits from local agencies. For more information please visit www.metropolitanevents.com.

About The Powder Group

Introducing your ultimate makeup confidant, The Powder Group is a one-stop makeup and beauty concierge service and powerhouse resource for professionals and consumers who are passionate about the art of makeup. Intelligence for all aspects of the art of maquillage, from artist services, events, and program development to the latest include tip-offs on how to achieve the latest look direct from the fashion runways and celebrity red-carpets. Founded in 2003 by **Michael DeVellis**, architect of the M.A.C Pro product line and store concept, The Powder Group is comprised of professional and celebrity makeup and beauty talent from around the globe with backgrounds in fashion, editorial, television, film, and special effects; a go-to team of makeup artists from every area of expertise. Events and services are offered internationally. The Powder Group also publishes *On Makeup Magazine*- a pro-driven makeup magazine launching Winter 2008. For more information please visit www.thepowdergroup.com.

About James Vincent and the "Look"

James Vincent is a freelance makeup artist living and working between New York and Los Angeles. He is the Lead Artist of The Powder Group and The Makeup Show, as well as Product Editor for *On Makeup Magazine*. The exclusive products used in the look were developed by James in partnership with select The Makeup Show Miami exhibitors.

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