

Q: Which state has the longest coastline?

CA
 AK
 HI
 FL

[Click Here!](#)

Tickle Your Brain

[NYTimes.com](#) > [Job Market](#)

Making Others Look Good: The Profession

Advertisement



Dith Pran/The New York Times

Johnny Lavoy, makeup artist and salon owner, displays techniques on a model at a Powder Group workshop.

By **LINDA DYETT**

Published: January 23, 2005

GRETA GARBO, Marlene Dietrich and Marilyn Monroe were not just movie stars. In the big-screen heyday, they were beauty templates. The makeup they wore inspired a million faces. Today, celebrity faces beckon from everywhere, while makeover shows depict how anyone can look like a star. "Women are hungry to look their best," said Carol Shaw, a Hollywood makeup artist with her own product line, Lorac Cosmetics.

Makeup artists are being lionized, and employed, as never before. As Tate Holland, president of Make-Up Designory, a school in Burbank, Calif., that is opening a branch in New York this spring, says, "They're the new rock stars." Makeup artists like Trish McEvoy, Bobbi Brown, Laura Mercier and François Nars — who first achieved acclaim in magazines and on designer runways — have become

The New York Times

Seek New Perspectives.

ARTICLE TOOLS

- [E-Mail This](#)
- [Printer-Friendly Format](#)
- [Most E-Mailed Articles](#)

ARTICLE TOOLS **millions**
 SPONSORED BY [SIGN-UP FOR A FREE SCREENING](#)

Most E-Mailed

1. [Op-Ed Columnist: Bush's Class-War Budget](#)
2. [Op-Ed Columnist: Torture, American Style](#)
3. [36 Hours: In Minneapolis](#)
4. [Marketing of Vioxx: How Merck Played Game of Catch-Up](#)

NYT Store

popular names with their own products. Established cosmetics companies are even hiring makeup artists as spokeswomen.

Makeup artistry is attracting not just high school graduates with a flair for glamorizing their friends' faces, but career changers. A recent class at the MKC Beauty Academy in Los Angeles included a lawyer, longshoreman, oncologist, firefighter and homemakers, said Margaret Kimura, who founded the academy. All of them, she added, found jobs in their new career.

Salaries range from nil for internships to slightly above minimum wage to \$25-plus an hour at department store counters. Others can earn about \$300 in New York for a wedding to \$200 to \$600 a television show. Superstars can make up to \$10,000 a day on photo shoots for major cosmetics companies.

Makeup artists are also finding work at proms, private beauty parties, spas, beauty salons and dermatology and plastic surgery offices. They are also tending socialite clients and corporate executives in their homes and offices, "like personal trainers for wealthy and powerful women," says Timothy Priano, the chief executive of Artists by Timothy Priano, an artists' agency.

A majority of makeup artists start in department stores. A dozen or so artists recommended a counter job to anyone contemplating such a career. Training is provided by makeup companies and "you get faces thrown at you all day long," said Kian Stave, a television freelancer who started her career 20 years ago at Macy's, learning "everything not to do by working at the Yves Saint Laurent counter." (Some cosmetics companies pay part or all the counterperson's salary.)

The retail end of the beauty industry has the greatest demand for makeup experts. "Today's smarter and more sophisticated consumer wants the proper tools, techniques and products," Trish McEvoy said. "That takes a professional." More professionals are working with department store brands like Clinique and at stores like M.A.C. and Sephora.

Even large drugstores are carving out beauty sections where customers can sample the goods and get makeup demonstrations. Procter & Gamble has trained 14,000 beauty advisers at Duane Reade, CVS and Brooks pharmacies and at Kmart.

What makes for a successful makeup career? "It's a calling — part dedication, part luck and blind ambition," said Brigitte Reiss-Andersen, who is based in New York.

For Robin Coe-Hutshing, owner and creative director of Studio at Fred Segal, a beauty retailer in Santa Monica, Calif., interpersonal skills are key. "If you look at the work of the late Kevyn Aucoin or of François Nars or Trish McEvoy, they each have had the uncanny ability to make whomever they are working with not only look great but feel that their beauty is coming from within."

Hollywood is home to established institutions like the Westmore Academy of Cosmetic Arts, which specializes in film makeup, and to newcomers like Make-Up Designory and MKC Beauty Academy. New York is also a destination for training. Makeup studios and other resources offer workshops and seminars on topics like bridal, fashion, airbrushing and black-and-white photo at the Powder Group, the Makeup Shop, Il-Makiage, the Art of Beauty by Linda Mason; and some M.A.C. stores.

5. [Arthur Miller, Legendary American Playwright, Is Dead](#)

[Go to Complete List](#)



Photo: Yankee Stadium, Opening Day, 1923.
Price: \$195. [Learn More.](#)

Travel
nytimes.com/travel

**Explore more than 200
World Destination
Guides**

Select a Region

[Caribbean](#) | [Paris](#) | [NYC](#) |
[More Destinations](#)

When the Make-Up Designory opens a branch in SoHo, it will become a major makeup school in the East, offering a four-month diploma program in fashion, film and TV makeup and bridal, portfolio and résumé workshops. It will also have state and national accreditation as a postsecondary vocational school.

According to New York State and California laws, people who work in film or stage makeup or apply makeup for a fee are required to have an aesthetician's or cosmetologist's license, which involves 600 hours of accredited course work for the former, and 1,000 for the latter. In Manhattan, accredited programs for aestheticians' courses are available at the Aveda Institute, the Lia Schorr Institute of Cosmetic Skincare Training and at the Christine Valmy International Schools.

Subscribe Today: Home Delivery of The Times from \$2.90/wk.

Free Makeup

Bobbi Brown, MAC, and More Guaranteed Free Only Today
www.yougiftcards.com

Estee Lauder Makeup

Pure Color. Pure Impact. Find your favorites, only at EsteeLauder.com
www.EsteeLauder.com

\$750 Cosmetics Kit - Free

Get \$750 in Cosmetics & Accessories No Tricks or Gimmicks. Visit Now!
WinHundred.com

OUR ADVERTISERS



RELATED ARTICLES

- [Federated Shows Renewed Interest in Deal for May](#) (January 21, 2005)
 - [INTERNATIONAL BUSINESS; In China, a New Capitalist Beachhead](#) (January 18, 2005)
 - [THE MEDIA BUSINESS: ADVERTISING; Wal-Mart and Eli Lilly turn to full-page ads to address their critics.](#) (January 14, 2005) \$
 - [World Business Briefing | Europe: Britain: Weak December For Retailers](#) (January 12, 2005)
- Find more results for [Retail Stores and Trade](#)

TOP JOB MARKET ARTICLES

- [Career Couch: Losing a Friend, and Working Through It](#)
 - [Spending: These Days, 'Retirement Living' Can Mean Many Things](#)
 - [The Boss: The Sport of the Deal](#)
 - [The Artist's Perfect Day Job? It's the One Too Good to Quit](#)
- Go to [Job Market](#)

Copyright 2005 The New York Times Company | [Home](#) | [Privacy Policy](#) | [Search](#) | [Corrections](#) | [RSS](#) | [Help](#) | [Back to Top](#)