

BEAUTY DÜSSELDORF 2019: Beni Durrer receives “Golden Mask” for Make-Up Artistry

The “Golden Mask for Make-Up Artistry 2019” goes to Beni Durrer, one of Germany’s best-known make-up artists with his own make-up line.

Messe Düsseldorf and KRYOLAN Professional Make-up present the “Golden Mask for Make-Up Artistry” to make-up artists for extraordinary creativity, expertise and special commitment to the make-up artist’s profession as part of BEAUTY DÜSSELDORF. The award ceremony will be held at the Meeting Point in Hall 10 on Saturday, 30 March 2019, at 3.30 pm.

Born in Switzerland, elective Berliner Durrer looks back on an impressive career and has long been a household name in the international fashion and beauty business. After completing his make-up artist’s training with Michele Rondelli in Switzerland and his first job at the Bern School of Make-Up Artistry, Beni Durrer moved to Berlin for the Estée Lauder Companies. For Yves Saint Laurent he travelled all over Germany as an instructor and make-up artist for promotions, catwalk shows, trade fairs and training sessions. After training as a cosmetician, he set up his own studio in Berlin-Schöneberg. 2001 saw him establish the Beni Durrer company and the Beni Durrer Make-up School, which has offered professional and practice-focused training at the highest level for 18 years now.

Apart from mastering his craft perfectly, he enthuses customers throughout the world with over 800 products he has personally developed for decorative cosmetics and skincare. His make-up line stands out with extraordinary rich colours and high pigment content. The range is appreciated by both professionals and end users alike. “I wanted to create an exclusive make-up brand that delivers professional know-how to female customers at affordable prices,” says Durrer. The products are distributed exclusively by hairdressers, cosmetic parlours and make-up artists, contributing decisively to buyers’ loyalty and, hence, success.

With high demands on quality and based on his many years of experience in the field of make-up artistry Durrer developed his in-house, state-of-the-art product lines manufactured in Germany free of animal testing. Known from radio and TV shows, the beauty expert enjoys highest acclaim all over Europe. International celebrities, actors and artists are among his



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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

VIP customers, as is Germany's female elite and high society. Beni Durrer also acts as an art assistant to renowned German theatres such as the Berlin "Bar jeder Vernunft".

Beni Durrer is also a successful author. His "Beni Durrer Make-up-Schule I" is a 200-page volume on professional make-up and make-up art that contains all the important basics for creating perfect make-up step by step as well as the key basic looks. In his second book "Beni Durrer Make-up-Schule II, Kreative Ideen" he whisks readers away into the miraculous world of fantastic make-up creations and presents beautiful beauty make-up styles, extraordinary, fancy make-up designs, dreamlike wedding looks and intense, colour-rich black-skin make-up.

BEAUTY DÜSSELDORF 2019 runs from Friday to Sunday, 29 to 31 March and is open every day from 9 am to 6 pm. All visitors must accredit themselves as trade visitors before purchasing their admission tickets. Visitors can register beforehand at www.beauty-duesseldorf.com. For all other information on BEAUTY DÜSSELDORF also go to the website or call the BEAUTY Hotline on +49 (0)211 4560-7602.

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