

BEAUTY
DÜSSELDORF

DIE LEITMESSE | THE LEADING TRADE FAIR

29.-31.3.2019

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FRI, 29 MARCH 2019 | 04.15 PM

BEAUTY
MAKE-UP AWARD

FEMININE POWER

f beautyduesseldorf | @ beauty_duesseldorf | #beautydus

CONTACT

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ORGANISER

Messe Düsseldorf GmbH
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www.messe-duesseldorf.de



Messe
Düsseldorf

ARE YOU ONE OF THE TOP MAKE-UP PROFESSIONALS?

Join us, when the best make-up artists will be honoured at the BEAUTY MAKE-UP AWARD.

Submit your application until December 15th 2018 for the final of the BEAUTY MAKE-UP AWARD on March 29th, 2019 in Düsseldorf.

THE TOPIC

FEMININE POWER – fashion may be transient, but style stays forever. Style is not just the skilful choice of an outfit, but a reflection of our character. Truly elegant women, who leave a memorable impression, are often those who look well-groomed and act in a highly self-confident manner. Her style is unique because it is glamorous, yet it looks wonderfully effortless. To copy her look would be pointless - after all, it is her personality that makes it shine.

THE LABEL

The international premium brand APART Fashion caters to self-confident, trend conscious women. Since it was founded in 1975, the popular label has enjoyed great success in the world of fashion.

The Spring / Summer 2019 collection celebrates female silhouettes with stunning dresses and lightweight fabrics as well as playful blouses and pants. A style that is cool and quirky, yet always carries a touch of glamour and elegance. Fabrics, colours and prints offer endless possibilities to create outfits for different moods. APART Fashion shows looks for women who enjoy living fashion.

THE LOOK

Confident elegance is captured with a perfect complexion, naturally accentuated eyes and irresistible, radiant „strawberry lips“. The result is an elegant, every-day make-up look that gives depths to the „Feminine Power“ theme.

To create a radiant make-up look for this year's competition, first a clear and even complexion is prepared. The foundation is natural, fresh and perfectly matches the skin tone. Small blemishes, redness or shadows are evened out with a concealer. A dash of powder leaves the foundation looking softer, the cheekbones are given a light, glowing finish with a highlighter.

The natural shape of the eyebrows is traced and filled in. The eye make-up is blended in a soft gradient from a slightly shimmering cream beige over apricot rosé to a matte brown tone.

In order for the eye make-up to express elegant understatement, glitter is deliberately avoided. A highlight is set in the inner corner of both eyes.

To achieve an intense expression, the darkest point should be accentuated in the outer corner of the eye. The upper lash line is finely contoured with a dark eye shadow, creating a very soft, subtle eyeliner look. The lower lash line is filled in the same matching eye shadow tone, blending softly from the outside to the middle. Mascara is applied generously to the upper and lower lashes.

The face is subtly contoured and naturally emphasized in an apricot rosé tone. The lips are dramatically painted in a creamy strawberry red and determine this confident, strong look.

YOUR APPLICATION

Our requirements:

- You are 25 years of age or older*
- You have successfully completed your professional training as make-up artist and a minimum of 3 years work experience**

What is required for your application for the finals of the BEAUTY MAKE-UP AWARD at BEAUTY DÜSSELDORF? To apply, please select a suitable model, a fitting outfit and make-up according to the task above. The following unedited colour photos, taken against a neutral backdrop, are to be submitted:

- Close-up of model without make-up
- Close-up of model with make-up applied by you, eyes open
- Close-up of model with make-up applied by you, eyes closed
- Full body shot of model with make-up applied by you

In addition, please also submit the following documents:

- Completely filled in application form
- Short creation profile of selected make up
- CV with professional career and/ or references
- Copy of training certificate/ diploma***

The evaluation of your application will be based on various criteria, with particular regard to primer and foundation, blush, eye make-up, eyebrows, lip contours and lip colour applied by you as well as the overall impression.

BEAUTY MAKE-UP AWARD

THE NEXT STEPS

Please submit your complete application with the keyword BEAUTY MAKE-UP AWARD to the contact details below. An expert jury will review your submitted documents and will nominate the contestants. A maximum of 15 contestants will be admitted. In January 2019, you will be informed if you have qualified for the final of the BEAUTY MAKE-UP AWARD. On the day of the finals, you will be required to apply the respective make-up to a model from our cast live on site.

■ BY POSTAL MAILING
BEAUTY AWARDS 2019
c/o the fable GmbH
Hansaallee 321
D-40549 Düsseldorf

■ BYE-MAIL
JPG with at least 300 dpi or PDF to
beauty-awards@the-fable.de

Closing date for the application process is December 15th 2018.

(Date of receipt at the fable GmbH)

PRIZES for award winners on March 29th 2019

- 1. Prize 2.000 € + trophy
- 2. Prize 1.500 € + trophy
- 3. Prize 1.000 € + trophy

All participants qualified for the finals of the BEAUTY MAKE-UP AWARD will receive attractive, non-monetary prizes as well as a free overnight stay including breakfast as part of the BEAUTY DÜSSELDORF 2019. Upon request, each applicant will receive two tickets for BEAUTY DÜSSELDORF 2019.

* Participants must be at least 25 years of age at the time of the award.

** Effective date for a required minimum of 3 years professional experience is December 15th 2018.

*** Evidence of training and curriculum vitae / references will ensure that all participants have an officially recognized education in the area of make-up.

**** The model must be at least 16 years of age.

Organiser: Messe Düsseldorf GmbH

APPLICATION BEAUTY MAKE-UP AWARD

Name	First given name	Telephone
Company		Fax
Address		Email
Zip Code/ City		
Website (optional)	Facebook account (optional)	Instagram account (optional)
Place/Date	Signature	

PRIVACY POLICY

Messe Düsseldorf GmbH processes your personal data for the purpose of executing the awards as well as for reporting purposes. The data protection regulations of Messe Düsseldorf GmbH hold information in closer detail to this subject and are available under www.messe-duesseldorf.de/privacy. You may at any time object to the processing of your personal data either on the aforementioned website, via e-mail to privacy@messe-duesseldorf.de or via postal mail to Messe Düsseldorf GmbH, VG-R, PF 101006, 40001 Düsseldorf, Germany.

Declaration of consent to the use of photos and / or videos by Messe Düsseldorf GmbH in the scope of the BEAUTY MAKE-UP AWARD 2019 and/or the YOUNG MAKE-UP TALENT AWARD.

Messe Düsseldorf GmbH intends to evaluate and publish photos and/or videos for the purpose of holding the BEAUTY MAKE-UP AWARD 2019 and/or the YOUNG MAKE-UP TALENT AWARD 2019, in order to present the company and its events BEAUTY DÜSSELDORF / TOP HAIR / MADS and for press reporting purposes on the internet and in printed form.

I (Consenting person)

Name: _____

Address: _____

Email: _____

consent to photos and / or videos depicting myself being evaluated by a jury for the aforementioned purposes and to said material being published on the internet as well as it being included in printed advertising material. This consent underlies no time or spatial restrictions.

The evaluation to be carried out by a jury refers to the make-up performance on my person by the make-up artist in the scope of said make-up artist's participation in the BEAUTY MAKE-UP AWARD 2019 and/or the YOUNG MAKE-UP TALENT AWARD 2019. As far as there are references to my ethnic origin, religion or health in my photo (e.g. skin colour, headgear, glasses), my consent also refers to these details.

I also certify that I am at least 16 years of age at the time of signing this declaration.

I understand that information on the Internet is available worldwide, can be found by search engines, and can be linked to other information, which may create personality profiles about me. I am aware that information posted on the Internet, including photographs, can be easily copied and redistributed, and that there are specialized archiving services that aim to permanently document the state of certain websites on certain dates. This can lead to information published on the internet still being found elsewhere on the original page even after it has been deleted.

Photos and/or videos depicting myself may also be published on social media (such as Facebook). I am aware that according to the currently known information, photos, videos and other data on social media can no longer be deleted at all, but are only no longer shown publicly. There is currently not enough information available about the internal use of photos, videos and other data by social media – for example to create personality profiles.

Place, Date, Signature of the Consenting Person

Messe Düsseldorf GmbH processes your personal data. The data protection regulations of Messe Düsseldorf GmbH hold information in closer detail to this subject are available under www.messe-duesseldorf.de/privacy. You may in due time object to processing of your personal data either on the aforementioned website, via e-mail topprivacy@messe-duesseldorf.de privacy@messe-duesseldorf.de or via postal mail to Messe Düsseldorf GmbH, VG-R, PF 101006, 40001 Düsseldorf, Germany.