

**NEWS FLASH**

# Farnaz Alam makes waves as international make-up artist

**W**HEN Farnaz Alam was voted to the top ten finalists of the first ever international make-up design contest held by L'Oreal, it came as a surprise to few people. The highly rated and talented young director of Woman's World had been in the business of make-up for years and her penchant for it was known well in Bangladesh. When it came time to showcase it internationally, Farnaz did not think twice. The rest, as they say, is history.

L'oreal Paris The Brush Contest Malaysia was held simultaneously in over 12 countries including France, Thailand and Malaysia. Participants were first invited to go to the L'Oreal offices in Malaysia where they were asked to use their own designs for the theme 'Colour Clash' and make their own make up videos on the theme. Farnaz Alam's interpretation of the theme won her plenty of admirers but with over 100 entries to choose from, it was never going to be easy. However, it seemed Farnaz's golden touch had not evaded her and she made it into the top 50. The top 50 videos were then revealed for public voting. The voting was open for all, not just the citizens of Malaysia. The response



to Farnaz's achievement was amazing and many from Bangladesh voted for her, eventually earning her a spot as one of the top ten finalists.

This was just the beginning. She went on to fight out for a position among the top 5 where she was given 15 minutes to show her prowess as a make-up designer. This was followed by a nationwide campaign promoting the top finalists and their work. Farnaz Alam then went on to release two products for L'Oreal amidst huge fanfare. It was a proud moment, not only for her, but for the very people of Bangladesh.




















"The Lo'real Brush contest gave all of us a bigger reputation than we started off with and the approval from the wonderful judges' panel was an achievement by itself," Farnaz says. She considers the platform provided a wonderful opportunity, not only for aspiring make-up artists but anyone in the field. She will soon be returning to Malaysia to work on a few more projects for L'Oreal as part of her contract and continue to not only make the waves but ride them towards success.

Photo courtesy: Woman's World

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