

The future of makeup artistry

Even a few years back, the world of makeup artistry in Bangladesh was quite limited. With globalisation and increased respect towards the beauty industry we have surely come a long way.

Today, we have quite a respectable number of makeup artists creating names for themselves with their signature looks. Amongst them, one such name is Farnaz Alam who seems to have broken all barriers to go global.

With a degree in aesthetics and skin care from Canada, Alam always dreamt of a glorious future in the makeup artistry. Having seen her mother initiate and be involved with one of the most renowned beauty parlours of the country, her need to rise higher in the field became ingrained and deep-rooted.

Alam admits that it was always her childhood dream to do something big in the field of beauty.

After graduating from Canada, Alam took part in a makeup contest by L'Oréal.

"Loreal Brush Contest is the first makeup contest by the brand and I am more than glad to have been the winner," admits a beaming Alam.

Her success was followed by the opportunity to work for a year in Malaysia with



the prestigious, world-wide recognised brand; during her tenure she endorsed five of their latest collections. This is not where Alam stops, "This is only the beginning for me," she confides in us.

Currently, she is involved with Editorial and Beauty shoots with world renowned

brands like Gucci, Bobbi Brown and Chanel, to name a few. That's not all; she is also taking part as a makeup artist in the prestigious 'London Fashion Week'. While working in the editorial shoot she was involved with Creative Director and Photographer M. Barnett, Hairstylist Prezemyk Key and Stylist

Claudia Behnke.

"I was offered a spot at New York Fashion Week as well," says Alam, "but due to time constraints and dates not matching I had to let go of that for the time being," admits the talented makeup artist

So, naturally our next question was to find out where that left us – 'the deshis' in her constrained global schedule.

"Bangladesh is always on the top of my mind, I'd be back in November to beautify my 'deshi' clients with my signature makeup look; my brand is known as Kona by Farnaz Alam Makeup, a concern of Woman's World Cosmetics"

Before concluding our tête-à-tête, Alam lets us on to another proud moment for the country, "I have used Kona by Farnaz Alam as a base and Kona Lipstick shades in many of my international photo shoots and hope to do much more with the brand".

Hardworking makeup artists like Farnaz Alam surely paint a bright future for the local beauty industry. It is surely our hope that more visionaries like her evolve from every field available and lead the front for others to follow.

By LS Desk

Photo courtesy FarnazAlam

SHOP TALK

Comfy cushions

One of the easiest ways to change up the feel of a room without splurging has to be the addition of colourful cushions that add some life to a space. Not all of us are into complete room makeovers, and neither is it very convenient, nor budget friendly.



TRADITIONAL STYLES

If you have a traditional theme going around your place, a nakshi-stitched, or appliqued cushion would go beautifully with the space. These can be found at most

traditional boutiques, Aarong being one of them, and their prices start from Tk 360 a piece, and above. Aarong has numerous outlets across the country, and these covers can easily be found at any of their stores.

GLITTER AND GOLD

Home Tex has an array of different cushions in gorgeous colours that give a regal touch. These cushions fabrics like velvet, and have embroidered patterns in jewel tones with hints of gold, making it all the more special. These pair great with heavy accented furniture and add that elegant touch to your home. These will cost you Tk 550-1000 at any Home Tex store. Home Tex, too, has numerous stores around the city, including outlets in Bashundhara City, Panthapath.

MODERN CONTEMPORARY

Sometimes we do not prefer gold and glitter, but softer and subtler prints. Stellar, an online store, carries a large variety of cushions with eclectic prints, some with quotes even!

You will not find them elsewhere—making them unique. You can also choose your own fabric beforehand and tailor it to your needs. Just log onto their Facebook page: [facebook.com/juststellarthings](https://www.facebook.com/juststellarthings) for a glimpse of their wide range of offers.

HAND PAINTED BEAUTY

The store Mayasir by Maheen Khan carries bright and colourful cushions like most

boutiques, but they have some unique features embedded that will certainly catch your attention. They hand paint their cushions and you will find some of the most beautiful floral artwork done on white background. These alone will serve as artwork for your room. You can find them at Mayasir, priced at Tk 650.

Mayasir by Maheen Khan has stores at Molly Capital Centre, H-76, First Floor, Gulshan Avenue, Dhaka.



EVERYDAY CUSHIONS

Embellishments, decorations and so much more, these look beautiful when they adorn our couches and beds, but you always need a comfortable cushion for everyday use. Yellow has a beautiful collection of cushions that come in subtle fine prints, and are comfortable. Their prices start from Tk 1400 each.

GOOD OLD NEW MARKET

New market will forever remain our favourite place to shop, for whatever it may be, and for cushions it is no different. Take a stroll down their lanes and you will be sure to find hundreds of different types and styles. Prices can range from as low as Tk 100 per piece to Tk 1000, depending on the work done on it.

Cushions come in many shapes and sizes, not to mention designs, patterns and



textures. It is easy to get lost amongst options when choosing one for a dedicated space. However, the best part about cushions is their versatility. They are never limited to a single room, in fact simply changing them up around the house can bring a noticeable difference.

By Anisha Hassan

Photo: LS Archive/ Sazzad Ibne Sayed/ Nazneen Haque Mimi