

Of Artists with Beauty Brushes

As a little girl, glued to my television set, I watched in awe all the beautiful faces that flitted on the television screen; that radiantly glowing skin with just the right touch of rose on the cheek, those beautifully done eyes staring from beneath long lashes, and a pouty mouth forming a perfect symmetry along the cupid's bow.

I marvelled at how gorgeous these women looked compared to the plain looking people I saw around me in real life. Little did I know, there existed a legion of professionals, working their magic on faces and making them look breathtaking. These professionals are better known to us today as makeup artists.

For a makeup artist, the face is a canvas on which they create beauty. Whether they are highlighting the cheekbones of a bride for her special day or perfecting the smokey eye look for a fashion shoot, their range of work is extensive. Apart from beautifying, they also apply prosthetics to actors for film productions to attain a particular look. A makeup artist is truly quite an artist in every sense of the word.

Apart from being masters in the art of applying makeup, they require an in-depth understanding of various skin types and makeup ingredients. They need to be aware of all the little nuances of skin tone and colour combinations.

Although still in its early stage, the growth of makeup artists in our local industry has gained quite the momentum, especially amongst the youth, with a few young talented women blazing the trail forward. They are quite literally the generation Z of Beauty Bloggers and YouTubers. Be it Facebook, YouTube or Instagram, they make full use of technology and social media to promote their talent, acquiring thousands of followers and subscribers in the process.

Most of these young women are self-taught and credit YouTube tutorials for teaching them all there is to know about makeup application. Unlike other countries, Bangladesh, has no proper makeup training institute. Despite this, they have managed to acquire skills which are almost at par with international standards. Investing a great amount of time and effort, they have turned their passion into their profession.

Their major source of income comes from being makeup artists and doing

beauty product endorsements and reviews. Gaining and maintaining popularity is the key to survive in this industry. The more popular one gets in terms of views, subscribers and followers on social media platforms, the better chances they have of getting paid sponsorships to promote new brands and products.

Being YouTubers doesn't make a monumental difference in their income, but it does help them engage better with their viewers. They need to be up-to-date with the latest makeup trends and beauty products. As beauty vloggers, creating unique looks, interesting content and honest product reviews helps in maintaining a steady viewership with their subscribers.

Unfortunately, lack of local beauty brands prevents makeup artists and beauty bloggers/vlogger in the country from earning as much as their international counterparts. In Bangladesh, freelance makeup artists and beauty bloggers/vloggers face a lot of bias and are still not considered

bonafide professionals. With local makeup brands still few and far between, these makeup maestros are optimistic that, in time, with the growth of this industry, their hard work will pay off and act as a stepping stone for future professionals who wish to enter this field.

Equipped with all the tools to further their career by exploiting social media marketing to its fullest, for these talented young women, only the sky is the limit.

By Samina Hossain

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