



THE MASTERCLASS

The Masterclass is a seven-day course consisting of six days of classes from 10:00 -18:00. On the seventh and final day of the course we conclude the masterclass with a professional photo shoot focused on beauty editorial photography.

Content

This 7-day masterclass is designed for professional makeup artists who want to work to expand their technical and creative skills, and want to develop further within the world of the fashion industry. This means that you will get the most out of this course if you have concluded a basic training course in makeup and /or are working within this sector.

Within this masterclass we focus on beauty makeup for editorial photography and the backstage techniques and trends of the international fashion weeks. Product and (beauty) tools knowledge will be discussed extensively. We will give you an inside look into our suitcases and discuss what (international) products and brands are indispensable in your makeup kit. We will address and examine working with non-makeup materials, developing concepts and exploring different ways and opportunities to strengthen your presentation. In addition, you will learn more about approaching and working with sponsors and advertisers. To gain deeper insight into the relationship between artist and cosmetics brand, we invite various professionals to expose their side of this cooperation further; How do you incorporate their products into your publications? What do they look for in an artist? How do you negotiate a sponsorship deal?

On the last day we conclude the masterclass with a professional photo shoot specifically aimed at beauty editorial photography.

We find it very important that we are able to give each individual student all the necessary attention they need. For this reason we choose to keep the group small with a maximum number of 12 students.

Practical information

Dates October 2020:

Sunday 11 October & Monday 12 October from 10:00 -18:00

Sunday 18 October & Monday 19 October from 10:00 -18:00

Sunday 25 October & Monday 26 October from 10:00 -18:00

Sunday 1 November: Professional photoshoot

Location: VAHQ, Dr. Jan van Breemenstraat 1A in Amsterdam

What to bring: Your complete makeup kit.

In addition, you will be deemed to bring your own model to lessons one till six.

The first day your model is expected at 11:00. It is important that your model has a good symmetrical face and flawless skin. For the seventh and final lesson The Masterclass will provide each student with a professional model for the photoshoot.

Total costs of The Masterclass are € 2995,- excl VAT. Once the initial down payment of €500,- is received your placement within The Masterclass is confirmed. The down payment is non-refundable. Placement in order of receipt of the down payment. The remaining amount must be paid in full before the start of the course. Payment in terms is possible.

Lunch, snacks and beverages will be provided by The Masterclass and are included in the rate. Specific dietary requirements such as vegetarian, gluten free or otherwise, can be communicated in advance so that this can be taken into account.

If you would like to sign up, you can apply via the website www.the-newchic.com or request an application form via email info@the-newchic.com

For further questions please feel free to call: Anita +31(0)634755842 or Liselotte +31(0)626120432. Or send an email to: info@the-newchic.com

With kind regards,

Liselotte van Saarloos & Anita Jolles