

Passion turns to business for make-up enthusiasts

by Bernie Ni Fhatharta

A wide choice of cosmetic products and a glut of information can be more of a hindrance than a help these days.

There are so many products, so many brands, so many colours but which ones are the best and most suited to you?

It's no surprise then that there is an increasing demand for a hands-on course on how best to apply make-up.

Two women who have worked in the field of cosmetics are now providing that hands-on knowledge to women at their new premises, Studio Four in Drum East, in the western suburbs of the city.

Patricia Wynne and Joan Delaney were colleagues at the Lancôme counter at Brown Thomas in Galway who became good friends.

They both have a love of make-up and in fact their enthusiasm is contagious. They each admit that they could eat, sleep and talk cosmetics... forever.

Studio Four is in fact the very first designated make-up studio in Galway and is probably the only one in the country offering courses on the application of make-up.

The studio itself is dedicated to cosmetics with two long counters facing mirrors chock-a-bloc with all types and brands of make-up. This is the place where they regularly hold their two day weekend courses called Be Your Own Makeup Artist.

Experience

Patricia and Joan have a wealth of experience between them in all aspects of makeup application and artistry.

And though Patricia always had an interest in make-up, she didn't always work in that field. In fact she lived and worked in London where for ten years she ran her own engineering business, though she did work on high profile fashion shows.

When she decided her first love was make-up, she trained

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with Greasepaint, London's College of TV, Film and Fashion Makeup.

"I had always loved make-up but there had never been a right time for me to go and do it for a living, until now. It was great meeting someone else who was just as obsessive about make-up as I was and before long, Joan and I were talking each other into opening our own place, with an emphasis on make-up and teaching people how to apply it," says Patricia.

Joan worked as an events coordinator before deciding to follow her dream and become a makeup artist. While working with Lancôme for almost five years, Joan became Supreme Consultant of the Year. She also trained in Paris with international makeup artist Fred Farugia and has received training at the London School of Makeup and Beauty.

Both women have worked extensively on freelance and outside events, providing makeup for TV, including RTE's *Off the Rails*, covers shoots for *Galway Now* magazine, nationwide newspapers, catwalk, bridal and many charity events. The walls of the studio is covered in framed

photographs of fashion shoots on which the women worked.

Shared passion

Working together, Patricia and Joan became close friends. Sharing a passion for makeup they came to realise that many women could really benefit from learning to apply their own makeup in a way that best suits them and create with confidence the looks they desire.

Their intensive two-day weekend courses are designed to teach clients the techniques of makeup application right from the very basics, building up to the most sophisticated professional skills. The first of these courses has proved a huge success, and has confirmed to both women that they have indeed taken the right path.

The Studio Four approach is based on four founding principles: Preparation, Foundation, Demonstration and Education.

Preparation encompasses skincare, understanding what the skin needs to be perfectly ready for makeup, but it also refers to a certain openness and readiness to trying new approaches. Foundation obvi-

ously refers to the makeup, but also to a level of ease and comfort with the basics. Demonstration is one of the key ways of learning about new techniques as well as showing that these techniques have been well learned by applying them to yourself. Education is the guiding principle of Studio Four.

They can take eight on each course, which starts early on Saturday morning with skincare. The application of makeup starts with the natural day look. Joan points out that this is the basic minimum and is the basis for all other looks. Everyone gets the chance to do their own faces choosing products suitable for their particular skin type. No doubt the women thoroughly enjoy 'playing around' with the make-up on top of actually leaving the course with information under their belt!

There's time spent on the application of foundation, accentuating the good features and shading. The two women aren't like chefs – they don't mind sharing their tips and secrets.

Colour rules

Joan explains that there are

colour rules – you can wear any colour on your eyelids but your cheeks and lips should complement each other.

But there's more to make-up than colour and tone, there's knowing which brush to use, the right stroke and how to blend.

Patricia says: "You should be able to adapt your look according to your circumstances, whether it's daytime, evening or formal."

And to that end the course works on the natural look by building on it throughout the day. In other words, they get the chance to enhance it by making the eyes more dramatic for example for the night-time look and even more dramatic for the clubbing look.

Patricia and Joan share their techniques on how to apply eye liner, how to shade the face to give it the shape you want, how to make the eyes bigger or smaller etc.

Patricia stresses that the shape of the face can be changed without resorting to cosmetic surgery simply by knowing how to contour using shapers and highlighters.

They have no particular favourite brand but they both

have their own favourite products. By the time women leave the course on Sunday evening, they are armed with knowledge and if the demand is there for it, there may well be an advanced make-up course provided in the future.

"We really are passionate about. We could talk about products for hours but it's great to be doing what we both love. The feedback from the public has been good so far," says Joan.

But as well as putting on the course, Studio Four also provide professional makeovers, Gatteau facials and products, St. Tropez Ultimate Air System Tanning, Creative Nail treatments using only true enamel, waxing, tinting, eyelash perming etc.

Studio 4 is located about 10 minutes from the hustle and bustle of the city with plenty of parking. It's probably why it's very popular with bridal parties.

It's not always people get to work at what they love but Patricia and Joan are obviously two of the lucky ones.

Course fee is €400 and booking can be made by ringing 585552.