

Bridal Makeup

This is the most important day in the life of most women and they want it captured for posterity in photographs and on video. Most brides will employ a beauty therapist or makeup artist to ensure their hair and makeup is the best it can be and that it will last throughout the day and evening, looking as good at the end as it did at the beginning.

You must book a consultation and a trial run to make sure that any problems are sorted out before the big day. It provides the makeup artist with the opportunity to collect as much information as possible to design a perfect makeup and the opportunity for the bride to ask questions, clarify needs and requirements ensuring she is happy with the makeup chosen. The points to consider are:

The make-up style. Some brides never wear makeup therefore this is probably not the occasion to try something new, avant garde or wacky, unless this is a particular wedding theme! It is best to go for a natural look that just enhances the skin and facial features creating a flawless and glowing finish.

The colour and style of the dress. There are many different shades of wedding dress worn today not just the traditional white or ivory gown. Makeup may either be chosen to complement the colour or remain neutral, this can be discussed with the bride at the initial consultation. The dress may be very low cut or have a high neckline. If it is low cut and the bride wishes, an airbrush tan may be used several days before the wedding, therefore, it is important to discuss foundation colours in relation to the new skin colour.

The colour scheme of the wedding. This is a common theme and brides often choose a colour scheme that will include their dress, flowers, bridesmaids' dresses and wedding venue, even the bridegroom has to be colour co-ordinated with his cravat or tie, waistcoat and button hole! The wedding makeup could be chosen to complement this overall colour scheme.

Photographs may be both colour and black and white, this may require a difference in application techniques as the colour of the makeup registers as shades of grey, therefore neutral shades are best. Darker shades of lipstick look better in black and white and contouring of the face is important for black and white when blusher is not required. However, for mixed shots you may wish to add a blusher as well in lighter shades, as the darker they are the more smudged they will look in black and white.

Day to evening makeup may be required if there is an evening reception and the bride may be changing her dress or hairstyle or there may be a new theme for the evening party.