

# MAKE-UP ARTIST

M A G A Z I N E

4018 NE 112th Ave. Suite D-8 Vancouver, WA 98682  
360. 882. 3488 fax: 360. 885. 1836

For Immediate Release  
Contact: Heather Wisner, (360) 882-3488  
heather\_w@makeupmag.com

Every year, the International Make-Up Artist Trade Show gets bigger, and 2010 will be a blockbuster!

**Rae Morris**, Australian Make-up Director of L'Oréal Paris and make-up director of Australia's Fashion Week, will make a rare West Coast appearance at IMATS L.A. as a keynote speaker. She is the author of *Makeup: The Ultimate Guide*. A four-time winner of Australia's Makeup Artist of the Year award, Morris has worked with international models, actors, designers and celebrities and has done print, TV and film.

Beauty mavens will also welcome Make Up For Ever founder **Dany Sanz** and members of her French make-up team. And **Gregory Arlt**, the North American director of make-up artistry for M.A.C. Cosmetics, will show off the skills that have made him an in-demand artist with *Vogue*, *E!*, Oscar de la Renta and more.

The artists who created the fantastical world of characters for **Tim Burton's *Alice in Wonderland*** will share their on-set experiences in a panel discussion. And celebrity make-up artists working in film, fashion, TV, theater and print will be teaching classes and demonstrating top techniques and styles.

A new feature at this year's show is a festival of short films created by make-up artists. Panel discussions with personal make-up artists and agents are also in the works.

Some of the world's most prestigious cosmetics brands—M.A.C., Urban Decay, OCC and Make Up For Ever—will unveil new products and offer discounts on old favorites. Look for beauty bloggers taping live segments and Tweeting about the action!

Additional beauty highlights include a couture bridal fashion show sponsored by Make Up For Ever and *The Knot* as well as a fall make-up trend runway show.

Meanwhile, the Make-up Museum shows off make-up effects, sculptures and animatronics from popular films. The student competition, in which make-up students race to create winning looks, has an *Alice in Wonderland* theme for the beauty competition; the character competition is themed Grimm's Fairy Tales.

*Make-Up Artist* magazine has been producing IMATS since 1997. *Make-Up Artist* also produces IMATS in London; Vancouver, B.C.; Sydney, Australia and Toronto. The magazine is read in 50 countries around the world and was created in 1996 by Emmy Award-winning make-up artist Michael Key.

**More details on speakers, educators, vendors and special events are coming soon—check [www.imatsshow.com](http://www.imatsshow.com) for details. To arrange advance or on-site interviews and photos with speakers, contact Managing Editor Heather Wisner at 360.882.3488, ext. 106. For tickets and more information, visit [www.imatsshow.com](http://www.imatsshow.com) or call 360.882.3488.**

**WHAT:** International Make-Up Artist Trade Show 2010

**WHEN:** 8:30 a.m. to 5 p.m. Saturday, June 26

9 a.m. to 5 p.m. Sunday, June 27

**WHERE:** Pasadena Convention Center, 300 Green St.,  
Pasadena, CA

**PRICE:** \$10-60

**PHONE:** (360) 882-3488

**WEB:** [www.imatsshow.com](http://www.imatsshow.com)

INTERNATIONAL MAKE-UP ARTIST TRADE SHOW

High-resolution versions of these images, along with caption information, are available on our FTP site.



IMATS\_Cannom and Smith.jpg



IMATS\_student-comp\_beauty-winners\_.jpg



IMATS\_McIntosh\_Vampire.jpg



IMATS\_booth-MU.jpg



IMATS\_Gorton-MU.jpg

All images courtesy of and © 2010 Key Publishing Group



IMATS\_student-comp\_werewolf.jpg



IMATS\_Kazu-Lincoln.jpg



IMATS\_student-comp\_beauty.jpg

For more information visit [www.makeupartistshow.com](http://www.makeupartistshow.com).

To arrange press credentials, interviews and advance or onsite photos, call **Managing Editor Heather Wisner**.

Host: [ftp.makeupmag.com](http://ftp.makeupmag.com)  
Log: [ads@makeupmag.com](mailto:ads@makeupmag.com)  
Pass: **magazinemagic**  
Directory: **IMATS PRESS**

INTERNATIONAL MAKE-UP ARTIST TRADE SHOW