

MAKE UP FOR EVER
PROFESSIONAL – PARIS

CREATIVITY AT ITS BEST

ARTIST
SHADOW
WONDERLAND

Collaboration with Hong Kong renowned Multimedia Artist **May Sum**

In celebration of MAKE UP FOR EVER'S
30 Years of Artistry and Education

FOR PROS - FOR YOU - FOR EVER

ARTIST SHADOW WONDERLAND

In 1984, Dany Sanz, the founder of MAKE UP FOR EVER created a range of 100 eye shadows, the widest range of colors available and they are all hand-pressed and made entirely in an artisan fashion. Deemed then as a genuine revolution in the world of make-up, these eye shadows provided beauty professionals with a multitude of possibilities, a wide selection of colors and Dany's unprecedented achievement became a major milestone in the history of makeup.

After a journey of 30 years of artistry and education, 2014 marks the 30th anniversary of MAKE UP FOR EVER and to commemorate this special occasion, the range of eye shadows has been renewed in keeping with the brand's trademark codes: professional, artistic, education and exuberant and Artist Shadow, a range of 210 ultra-precise eye shadow colors was borne. The product concept of Artist Shadow was crafted by Dany to liken a collection of haute couture colors to offer an amazingly rich palette of intense shades in 5 finishes: matte, Satiny, Metallic, Iridescent and Diamond.

In celebration of our 30th birthday, MAKE UP FOR EVER Hong Kong has specially collaborated with Hong Kong's renowned multimedia artist May Sum to create a series of makeup looks as well as a collection of miniature product sculptures with this all-new Artist Shadow range.





THE EXPLORATION

OF THE ART OF MAKEUP

“MASTERY UNLEASHES CREATIVITY” – NO OTHER SENTENCE THAN THIS - CAN BETTER SUM UP THE PHILOSOPHY OF MAKE UP FOR EVER. OUR FOUNDER DANY SANZ BELIEVES THAT TECHNIQUES MUST FIRST BE CONQUERED BEFORE LEAVING FREE REIN TO CREATIVITY AND THE ACADEMIC KNOWLEDGE MUST BE HONED BEFORE PUSHING THE LIMITS OF ONE’S ART. THIS APPROACH HAS BEEN RESPECTED BY DANY SANZ THROUGHOUT HER ARTISTIC CAREER AND HAS BEEN INCORPORATED IT INTO THE DEVELOPMENT OF THE BRAND. OVER THE YEARS, MAKE UP FOR EVER HAS CONSTANTLY EXPLORED NEW IDEAS AND CONCEPTS TO DEPICT THE DIFFERENT FACETS OF MAKEUP AND IN 2014, WE ARE ALSO PROUD TO PRESENT A NEW VISUAL AND COMMUNICATION CONCEPT: **“NOTHING BUT MAKEUP”.**



AT MAKE UP FOR EVER, WE BELIEVE THAT MAKEUP ENCOMPASSES EVERYTHING AND AN ORDINARY WOMAN CAN ATTAIN BEAUTY AND BOOST HER CONFIDENCE THROUGH PROFESSIONAL MAKEUP.

May Sum too has been upholding the same belief throughout her creative journey and the newly-married artist has wanted to create something based on the theme of marriage and to reflect the emotional and spiritual changes that a woman experiences through makeup. Armed with her wealth of creative experience and deriving inspiration from both our new 210 Artist Shadow shades and new visual and communication concept, "NOTHING BUT MAKEUP", May Sum created a series of makeup looks on her 4 close friends to portray the happiness and bliss of new brides and brides-to-be, a theme she chose based on her personal experience as a new bride.

From the perspective of a professional makeup artist, May Sum has creatively combined floral art with the 210 shades available in the all-new Artist Shadow range, to create a collection of makeup looks that reflect the joyous mood of marriage bliss. Taking into consideration her friends' different and unique personalities, May Sum has selected customized colour schemes suitable for each of them and which reflects their beauty and mood in their respective stage of life. The results are 6 stunningly beautiful and enchanting bridal makeovers - each look representing one of the distinctive textured effects of the Artist Shadow series, i.e. Matte, Satiny, Metallic, Iridescent and Diamond. These effects are also incorporated into the essence of flower art to create exceptionally rich yet extremely exquisite tones.





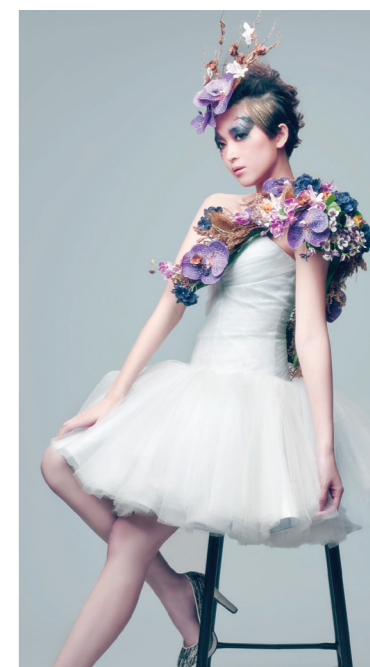
MODEL
Leanne

SHADE
Deep Purple

EFFECT
Metallic

DREAM CATCHER

The Dream-catcher look draws its inspiration from the hydrangea's purple and blue hues. The gradual change in colour tones of this flower inspired me to incorporate the stapelia pulchella, a flower with leopard spots. Leanne is an independent young mother, firm and decisive. This metallic look allows the fire in her life to come through very distinctively.



SWEET ROMANCE

Sweet Romance tells of the happiness and bliss that a bride-to-be is experiencing. Her joy is like the rainbow, bursting with colours that appear to come alive.

In addition, the white magnolias on her garland form a gentle contrast to the lovely satin makeup that is deliciously candy sweet.



MODEL
Ana

SHADE
Over the Rainbow

EFFECT
Iridescent

ENCHANTED LACE

Black hand-drawn lace is the essence of the Enchanted Lace look. Lacy eye shadow is first applied as a base, and extremely intricate patterns are then drawn over it. I wanted to bring out the subtle, low key nature of Ana, while emphasizing on her independent nature and strong sense of professionalism. The element of flower art in the lace and makeup merge as one, as the lace-like eye shadows add a hint of mysteriousness to the entire look.

MODEL
Ana

SHADE
Silver Black

EFFECT
Satiny





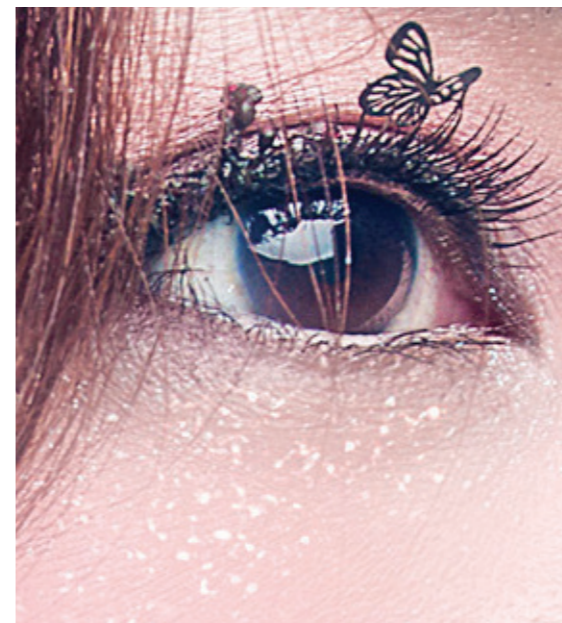
MODEL
Roanna

SHADE
Rainbow Colors

EFFECT
Diamond

stARRY NIGHT

Starry Night exudes an overall quiet tone. I made a deliberate emphasis on the eyes. The star flowers add a hint of cheery playfulness which fits Roanne's lively and cheerful disposition very well. I specially created a pair of star flower eyelashes to draw attention to her beautiful eyes. The diamond effect in the Body Makeup that comes alive when she bats her eyelids brings out the easy-going nature in her.



MODERN DIVA

Shirley has a modern and chic look, and I chose to draw attention to her lips. She is very versatile and can carry off various looks, so I tried a striking blue shade on her lips. Bright violet forms the base colour of the lips, followed by a shade of striking blue that is sparkly diamond in texture. Here we have thought-provoking style at its best.



MODEL
Shirley

SHADE
Midnight Blue

EFFECT
Diamond



MODEL
Shirley

SHADE
Peacock Green

EFFECT
Matte

GREEN NIGHT

The Green Fairy look is an all new style that takes inspiration from Nature and in particular the leaves. Shirley loves new experiences and is avant-garde in her thoughts. The bold and tough lines of the leaves are reflected in the vein patterns of the eye makeup. Combine this with green, luxurious lips, and a stunning look is achieved. The matte effect of this look goes on to display the richness of the eye shadow colours, as well as demonstrate how easily we can blend them.



MINIATURE PRODUCT SCULPTURES THAT LIVEN UP OUR *L*IVES

Besides showcasing her exceptional talent for bridal makeup creations, the multi-talented May Sum who is also an expert in miniature sculpture creations also created a collection of 28 miniature product sculptures based on the theme: Artist Shadow Wonderland.

May Sum specially choose various eye shadows and lipsticks from the Artist Shadow and Rouge Artist ranges respectively for this miniature product sculptures. The inspiration behind her creations came from our brand's founder Dany Sanz and also some of her artistic sketches.

In addition, May Sum has also incorporated the Wonderland concept into the eye shadows to depict magical and colorful scenes created using clay sculpting techniques. These exquisitely artistic creations truly reflect the spirit of MAKE UP FOR EVER's NOTHING BUT MAKEUP visual and communication concept and also embraced our brand values of being professional, artistic and exuberant. These colourful creations are definitely delightful to look at and showcased the art of creativity!



Dany Sanz
Creator and Artistic
Director, MAKE UP
FOR EVER



MAKE UP FOR
EVER 2010
Moulin Rouge
Hand-crafted



MAKE UP FOR
EVER 2010
Black Tango
Hand-crafted



May Sum like Dany Sanz,
her artistic talent merges
with the makeup world;
imprinting her DNA to all
her creations.



Eyeshadow-crafted garden with vibrant colors and lively interpretation.



Miniature MAKE UP FOR EVER products accompany cute and confident porcelain girls.



Eyeshadow-crafted forest exudes relaxation and happiness.



The colors from Artist Shadow make this art come alive.

ABOUT THE ARTIST

MAY SUM

Professional makeup artist, multi-media artist and founder of wahahafactory.com. May Sum is the first lipstick sculptor in Asia. Since 2012, her works have been going round China on an exhibition tour. While she is known to be a bold and creative professional makeup artist, May Sum is also the executive producer of multimedia creative brand wahahafactory.com, as well as a multimedia artist. She has received much recognition for her talents from various media around the world.

May Sum has been interviewed by international media such as So-en magazine from Japan, as well as internationally renowned blogger-style bubble, Vogue, who gave good reviews on her work.

May Sum has also published several books, including The Streets of Sek Kei Mei, Let Art Bloom – From Art to Makeup which talks about design and creative makeup, and a beauty and makeup bible, Love Your Skin.

She has worked with the following: Lane Crawford, IFC, FACESS, Disney, Vivienne Westwood, LUCKY BRAND JEANS, Doraemon, Just diamond, Gaile Lai, Angelababy, Mandy Lieu, Lisa S, Janice Man, Suki Chui, Christine Kuo, Shine and etc.

Her works have appeared in internationally renowned magazines such as idn China Vogue, NO.ISE, Cosmopolitan and Elle, etc.

Official web site: <http://www.wahahafactory.com/>

2010 ARTIST SHADOW SHADES A REFLECTION OF OUR BRAND PHILOSOPHY AND AN ATTESTATION TO THE *30 years* OF ARTISTIC ACHIEVEMENT

In 1984, sculptor Dany Sanz, with her bright head of orange hair, crossed over from being a professional artist to the world of makeup artistry. In order to meet the needs of professional makeup artists, she began to develop and produce her own line of makeup products and opened her first flagship store in Paris. She came up with hand-filled eye shadows with 100 shades and brought about a colour revolution in the industry, and MAKE UP FOR EVER was born. As her achievements took the world by storm in a very short time, she became known as the colour expert who was 'born in the industry, and lived for the industry'.

Since our establishment in 1984, MAKE UP FOR EVER has been the leading professional French make up brand, the go-to brand for both industry-insiders and beauty buffs alike around the world - known for our high-performance products and a wide assortment of amazing shades. 2014 marks the 30th anniversary of MAKE UP FOR EVER and the preparation for the launch of this collection of 210 ultra-precise eye shadow colors started as early as 3 years ago by Dany and our in-house lab. The product concept of Artist Shadow was crafted by Dany to liken a collection of haute couture colors to offer an amazingly rich palette of intense shades in 5 finishes: matte, Satiny, Metallic, Iridescent and Diamond. Vivid Colors. Ultra-blendability. Unlimited creativity. Artist Shadow is a new

generation of eye shadows and is in a class of its own. It is fine but supple in texture, is ultra-pigmented and easy to blend giving an even and intensely luminous result – thanks to a whole new technology*. Ultra-sensorial to the touch, it glides on smoothly and effortlessly, feels divinely sensorial on the skin and offers endless color gradation possibilities for unlimited dazzling results.

These cutting-edge, new-generation* eye shadows extend the boundaries of creativity and allow both stage-makeup professionals and ordinary women – from the most natural-looking to the most flamboyant – to get their desired look, whether discreet and natural, more emphatic, or suited to the needs of professional makeup artists, with makeup that will stand up to any lighting, shooting or stage conditions. The Artist Shadow range essentially meets the needs of female consumers, professional makeup artists and professional artists, essentially a true manifestation of "For Pros, For You, For Ever".

In terms of product packaging, it is a reinterpretation of the old packaging where we pay tribute to this iconic product of the brand to offer a modern, practical and sensorial design. The 210 Artist Shadow shades allow customizable palettes in mono, duo and trio choices. One can achieve your desired make up style or effect with these shades.





WITH ACKNOWLEDGEMENT

Creative Director : May Sum

Make-up : May Sum

Makeup Assistant : Yellow Lam @ Wahahafactory, Vikki Kwong, Ceci Lee

Photographer : Lo Wong @ Studio Lo

Hair Stylist : Green Cheung @ FIFTH Salon (for model Shirley, Ana), Vit So @ Leighton Aveda (for model Leanne, Roanna)

Models : Leanne Ho, Shirley Li, Roanne Lee, Ana Lee

Florist : Becky Ho @ Hahahaflorist

Fashion Sponsor : KEV YIU