



**MAKE UP  
FOR EVER  
ACADEMY**

# MAKE UP FOR EVER ACADEMY

Create, Educate, Elevate, this is the mission of MAKE UP FOR EVER Academy and since 2002, we train people from a wide range of backgrounds and cultures to reveal their artistic sensitivity and acquire the relevant techniques from our team of talented Make up Artists.

For our LVMH partners, we serve as the leading institution for training your on-site teams in self-makeup and grooming.

We empower your retail MakeupArtists to master all skin tones and stay tuned with the latest trends.

Moreover, we provide skilled Makeup Artists for all your corporate events, team-building activities, executive committee gatherings, and in-store promotions.

As a LVMH partner you'll benefit from a special rate for all your requests.

## GROOMING

Grooming is the art of embodying the brand's identity through makeup and hairstyling.

Our team of professional Makeup Artists collaborate with you to create customized face charts that align with your brand's identity. We then offer on-site training sessions in your boutique locations to ensure your teams are well-versed in embodying your Brands beauty guidelines.

Furthermore, all our sessions are gender-inclusive, and we provide a specialized grooming offering tailored for men.

For your international Boutiques, we have developed an online version combined with a 1 to 1 session sessions with one of our Makeup Artists.



# **CUSTOMIZED MAKEUP TRAINING**

Training your makeup sales associates in makeup techniques is one of our core competencies. Whether it's a one-day or one-week program, they will develop their makeup skills for a more personalized customer service and strengthen their creative makeup touch.

## **THE AGENCY**

The agency was born from the concept of deploying our makeup artists, trained at the Academy, to serve LVMH Group events. Our aim is to become your top partner for all your events, including team-building activities, corporate functions, inaugurations, as well as in-store promotions.

Through makeup, let your creativity shine. From body painting to special effects, there are no limits to imagination.

Our expertise covers :

- Beauty make up & flash make up (15min);
- Children's make up;
- Evening & Event beauty (glamour, glitter...);
- Stage make up (opera, theater, shows,...);
- Artistic make up (body, face painting,...);
- Special effects make-up;
- ...



# THEY CHOSE US TO MAKE (UP) THEIR DAY



F  
FENDI

LVMH

GUERLAIN

BVLGARI

SEPHORA



CELINE

Moët Hennessy Diageo

★  
ZENITH

## CONTACT US



**Lenya BOUMEDDANE**  
**HEAD OF BUSINESS DEVELOPMENT**

[boumeddanel@makeupforever.fr](mailto:boumeddanel@makeupforever.fr)

+33 (0)6 33 41 57 18

+33 (0)1 56 45 11 17

MAKE UP FOR EVER ACADEMY (Groupe LVMH)  
110 avenue Victor Hugo, 92100 Boulogne-Billancourt

[academy.makeupforever.com/fr](http://academy.makeupforever.com/fr)

**@MAKEUPFOREVERACADEMY**

MAKE UP  
FOR EVER  
ACADEMY

