

LAWYERS' MAKEUP

'Smart makeup': efficient + achievable makeup options + strategies for busy professional women

In this **unique makeup workshop specifically for lawyers** with a busy lifestyle, lawyer and makeup artist Zoë Durand breaks down the basics of makeup techniques to help you look **pulled together in under 6 minutes** (one billable unit). Unlike other makeup tutorials (both face to face and online) that are aimed at 'glamour' makeup, this is a workshop specifically designed for the legal setting. *Lawyer's Makeup* is ideal as a relaxed team bonding exercise to spoil your staff with at the end of the day (perhaps with some bubbly and nibbles?) After all it is just makeup, so it is meant to be fun.

This is not your ordinary makeup event where elaborate (but impossible to replicate) makeup is 'performed' on someone so they look temporarily great, but are unable to realistically integrate this into their daily life or routine.

Lawyers' Makeup is about getting back to basics and what Zoë calls "**smart makeup**" which means learning efficient makeup options with maximum impact for minimum time. As lawyers we can apply the efficiency and focus we use in our legal life to our makeup!

In *Lawyers' Makeup* Zoë explains techniques in an accessible way, co-develops 3 achievable makeup options with each participant, and devises makeup 'strategies' around their usual morning routine. *Lawyers' Makeup* may also ignite an interest in makeup as a form of self expression and style.

Not all lawyers are interested in makeup, and that is fine. But if you are curious to learn more from someone who is a qualified makeup artist and also works as a lawyer, then this workshop may be of interest.

About Zoë Durand and her experience

Zoë Durand is an experienced lawyer and mediator, having practised since 2007. She is the author of the highly publicised book *Inside Family Law* which received significant media attention. She is frequently invited to speak on family law. In addition (in her other life) she holds a Certificate qualification in Fashion, Bridal and Glamour Makeup.

Zoë has a technical understanding of makeup, but a real world appreciation of the professional settings lawyers operate in: client meetings, Court events and networking and other professional events. You won't be learning bright purple sparkly eyeshadow in this workshop! As a lawyer and mum herself Zoë appreciates how time poor many lawyers are and that makeup should be easy, quick and fit in with their lifestyle. Over the years other lawyers have complimented and asked about Zoë's makeup and corporate fashion. This inspired her to create *Lawyers' Makeup* to share her makeup insights from the unique position of being both a lawyer and makeup artist.

Outline of workshop

2 hours, \$150 per person (minimum of 4 attendees per workshop)

Below is a breakdown of the teachings and activities contained in the Lawyers' Makeup workshop

Preparation

- Bring in makeup bag pouch in your handbag plus any makeup from home. Including all those eye shadow palettes that you liked the look of but don't actually use!
- Think about what you would like to learn / ask.

Basic anatomy of makeup options (40 minutes)

- Foundation and base – colours and formula.
- Blush – colours, placement and techniques.
- Eyes - A few simple eyeshadow techniques, liner, mascara,
- Brows.
- Lips - lip colour and formulas.

3 makeup options in one billable unit (20 minutes)

2 makeup options for the office and 1 for a professional evening event (20 minutes):

- Makeup option for at home application.
- Makeup option for on the go.
- Makeup option for evening event (i.e. networking or other professional event) and how to adapt the 2 office day options to the night option.
- Recording the makeup options onto a face chart to take home.

Makeup Pouch analysis and advice (15 minutes)

- Analysis of what is (and is not) in your handbag makeup pouch and what items can be edited out or added.

Makeup Ninja – foolproof makeup strategies (15 minutes)

- Analysing obstacles to applying makeup the way you want to and then strategies for overcoming these.
- Devising strategies including planning, placement of makeup products and makeup products to keep at home, in the office top drawer, and on the go in your handbag.

CMD (Continuing Makeup Development) (15 minutes)

- Areas you may wish to continue to explore.
- Variations on a theme – how to gradually modify aspects of your 3 looks to slowly create more possibilities.

Q & A (15 minutes)

- If there is time at the end, ask Zoë any questions about makeup application or techniques (or about career, life, the universe and everything generally!)

The actual workshop runs for 2 hours, however Zoë will arrive earlier to set up the space and of course will spend further time tidying up the space after the workshop. Usually Zoë delivers the workshop onsite at a law firm.

*Zoë will bring makeup and materials, however all participants should bring their own makeup too, as the aim of the workshop is to work with the products participants already own so they can integrate what they learn in real life. Zoë will however provide a full makeup kit in case participants wish to try additional products.

*The workshop is recommended for groups of 6 or under. If groups are larger than this, be aware there will be less scope for Zoë to give one-on-one guidance to each participant.

Outcomes

By the end of this 2 hour workshop participants will:

- Have had their **specific questions about makeup application answered**.
- Understand basic makeup application and techniques including for skin, eyes, lips, cheeks and brows.
- Have designed and be able to apply **3 achievable personalised makeup options** (2 office day looks and 1 evening professional event look).
- Have 3 face charts to take away which record the 3 looks.
- Have a clear idea of **what to keep in their handbag makeup pouch**.
- Have devised **makeup strategies tailored to their work and life situation**.
- Have makeup areas of interest they may wish to explore and develop in the future.

Individual Makeup

Zoë also offers individual makeup services, for example if you want your makeup professionally applied for a special occasion, including professional event.

Being both a lawyer and a qualified makeup artist Zoë has an understanding of the settings lawyers work in and what makeup is appropriate in this context.



Makeup, hair and styling by Zoë Durand.

Photography by Jason Moulin.