



la make-up academy

DUBLIN / LOS ANGELES / LONDON



MAKE-UP
ACADEMY
AGENCY



welcome to the academy

all the photography you are about to see is actual student work

LA Make-Up offers world class programs spanning make-up, special effects, fashion design, and styling. With studios in Dublin Ireland, London UK and Los Angeles USA, we offer truly unparalleled education taught by award winning tutors who are leaders in the industry. Our unique educational hands-on approach ensures that our students receive the very best training available.

All of our academies offer the highest standard of tuition with leading international beauty, make-up and fashion experts like Sarah-Jane Wai O'Flynn, Astrid Kearney, Amber Sibley and Rebecca Rachael. Our award winning international tutors include: Kym Menzies Foster, Trish Heine and legendary make-up artist Maurice Stein. As well as catering for those seeking a career in the beauty, fashion and make-up industry, we offer a range of services to members of the public including hair and make-up styling, make-up lessons, wardrobe consultations and henna body art. We provide a bridal package, LA White where you can find Ireland's leading bridal styling experts.

We also provide full and part time modules to cater for all levels from introductory modules through to an intensive degree programme. While attending the Academy students are given the fantastic experience of working both on-site with professional make-up artists and internship opportunities with leading industry brands.

COURSES WE PROVIDE

- Module 1
- Module 2
- Module 3
- Beauty Therapy
- Fashion Design
- Hair Styling Modules
- Start your own business course
- Special Effects Diploma
- Airbrushing
- Body Painting
- Los Angeles, New York, London Fashion week Make-Up course
- Bespoke Courses

RETAIL

- LA Make-Up Complete Range
- Cinema Secrets Range
- LA False Lashes, XenTan, Essie Nails, MAC Kits, Illamasqua Kits
- Kit Boxes including Lighting
- Bespoke Portfolios
- Make-Up Bags
- Make-Up Pouches
- Special Effect Make-Up
- Personalised Chairs
- Wigs

SERVICES WE PROVIDE

- Individual Lessons
- Make-Up & Hair
- Wardrobe Styling
- Henna
- Bridal Specialists, www.lawhite.ie
- In-house photographic studio
- LA Pro-Artists Membership Programme
- Threading



This course is an excellent introduction to students who are contemplating a career but are unsure if a career in make-up is for them. You will cover daytime and evening make-up, smokey eyes, bridal make-up and the application of both strip and individual lashes. Students attending Module 1 will be entitled to receive 'Pro Cards' for LA Make-Up, MAC, Make-Up 4 Ever, Cinema Secrets, Benefit, Faces, The Body Shop, One cosmetics and Bobbi Brown. This will enable you to purchase items at a discounted rate for that all essential make-up kit.

We are proud to offer LA MAke-Up students our unique work experience programme. Through our work experience programme, students will get the opportunity of applying their new skills with leading names in the Industry.

LA Make-Up students enjoy an open door policy allowing them not only to continue on the LA Work Experience programme but also to take part in our photoshoot sessions.

COURSE DURATION

Full time: 1 week

Day: Monday - Friday

Time: 10.00am - 4.00pm

Part time: 4 weeks

Day: Monday & Tuesday / Wednesday & Thursday

Time: 6.30pm - 9.00pm

You can download an application form from our website:

www.lamakeupacademy.com

module 1



the best thing is to look natural, but it takes
make-up to look natural

CALVIN KLEIN



The Module 2 course is designed for those wishing to pursue a career as a high fashion and bridal make-up artist. The curriculum begins with the basic and fundamentals of make-up and progresses through to high fashion and catwalk looks.

All courses are taught by working celebrity make-up artists who are top of their chosen field. You will experience a different artist teaching every other day and so learn a wide range of methods and skills. This course also includes an exciting photoshoot to create two high-fashion images for your all important portfolio.

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COURSE DURATION

Full time: 2 weeks

Day: Monday - Friday

Time: 10.00am - 4.00pm

Part time: 8 weeks

Day: Monday & Tuesday / Wednesday & Thursday

Time: 6.30pm - 9.00pm

You can download an application form from our website:

www.lamakeupacademy.com

module 2



in order to be irreplaceable one must
always be different

COCO CHANEL

This course is the ultimate for those seeking a career as a professional make-up artist. The course begins at foundation level and progresses through to bridal, high fashion/photographic and special effects. You will experience the highest level of training, taught by tutors from both Ireland and abroad. Every day brings a different tutor showing you the latest methods and techniques. All tutors at LA Make-Up are professional working make-up artists who are both in touch and well informed on the latest in the world of make-up. Students will be taught by top international make-up artists in a creative, hands-on environment.

The products used at LA Make-Up are top brand products from cosmetic houses such as MAC, Bobbi Brown, Nars, Laura Mercier. All airbrushing materials are supplied by world renowned Temptu.

LA Make-Up students will be entitled to receive 'pro cards' from LA Make-Up, MAC, Make-Up For Ever and Bobbi Brown that will enable them to purchase items at a discounted rate for that all essential make-up kit. As part of Module 3 students will complete a full day hair course with Ireland's leading stylists and undertake an intensive business seminar in preparation for the industry.

Throughout the course, students will get the exciting opportunity to work with professional models from top Dublin agencies, with renowned photographers

and hair stylists on professional photoshoots. You will complete Module 3 with a full disc portfolio of 8 images.

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COURSE DURATION

Full time: 2 months

Day: Monday - Friday

Time: 10.00am - 4.00pm

Part time: 4 months & 2 Weekend Workshops

Day: Monday & Tuesday or
Wednesday & Thursday

Time: 6.30pm - 9.00pm

You can download an application form from our website:

www.lamakeupacademy.com

* PLEASE NOTE THAT THIS COURSE CAN BE PAID FOR IN INSTALLMENTS

module 3



zest is the secret of all beauty. There is no beauty that is attractive without zest.

CHRISTIAN DIOR

This course is an intensive professional makeup artistry course designed for passionate students wishing to pursue a full time specialised career in any area of the makeup industry. The curriculum begins with the basics & fundamentals of makeup and progresses through to specialised topics such as Ethnic & Couture Bridal, Photographic Makeup, High Fashion & Catwalk, Makeup for TV, Film & Theatre, High Definition Makeup, Wigs & Facial Hair, Hair Styling & Grooming, Airbrushing, Special Effects, Prosthetics, Character Makeup, Face & Body Painting and much more. This course also includes 5 Star Client Conduct Training, providing students with outstanding customer service, also supporting students to become one step closer to their professional career. You will enjoy ongoing photo-shoots throughout the year to develop a professional portfolio. You will also have an end of year graduation and an exhibition to showcase your talents. The course focuses on working in the fashion, beauty, media, film and theatre sectors.

Classes consist of practical based tuition.

LA Make-Up students will receive work experience during their course. Past experience include: fashion shows, photo-call, theatre work, TV ads, magazine shoots, event based work and client based work.

Clients include: Vodafone, Drury Communications, Samsung, Hotpress, TV Now, RTE Guide, Confetti, TV3, RTE and TG4.

Inspirational tutors are guiding students everyday to achieve expert knowledge of all areas and genres of Make-Up. All LA Make-Up tutors are professional working artists whose work is gracing the print, celebrity, film and TV world. The Make-Up industry changes rapidly and only artists who wish to be the best will excel. At LA Make-Up Academy we train students for what is in Vogue tomorrow.

COURSE DURATION

Full time: One year

Day: Monday - Friday

Time: 10.00am - 4.00pm

- * PLEASE NOTE THAT THIS COURSE CAN BE PAID FOR IN INSTALLMENTS
- * STUDENTS MUST INTERVIEW FOR A PLACE ON THIS COURSE

1 year make-up specialist programme



a thing of beauty is a joy forever

bespoke courses

LA Make-Up Academy also provides one-on-one bespoke courses for beginners and professionals covering subjects of your choice.

A number of advanced and specialist seminars are also available for beginners and professional make-up artists seeking to add new and diverse skills to their portfolios in areas such as airbrushing, high fashion and prosthetic make-up. Students can also benefit from training in complimentary skills, to broaden their appeal within the industry. For example, a make-up artist may wish to undertake some hair training in order to be able to offer clients a broader service. We also offer training in business management, designed to help aspiring make-up artists understand the role of sales, marketing and finance in their business.

COURSE DURATION

To be tailored to you requirements



2 day intensive hair styling course

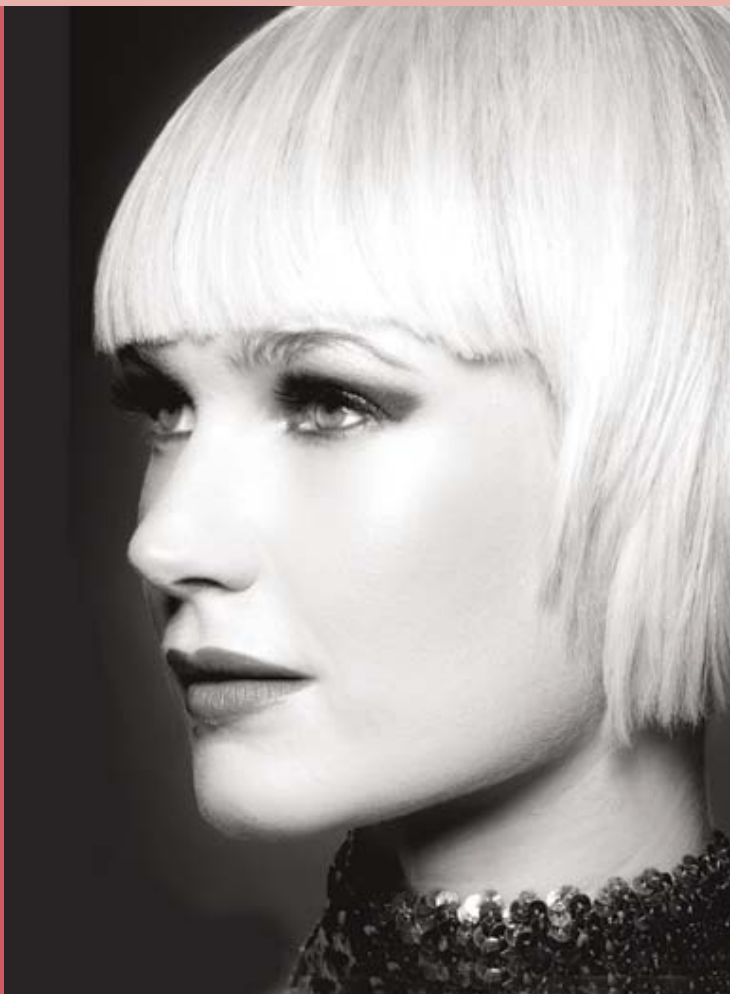
LA Make Up offer a Two Day Intensive Hair Styling Course. This course is aimed at the make up artist looking to extend his or her services. Hair styling is a valuable tool to add to your trade and in the world of make up artistry can prove invaluable.

This two day intensive course will cover a large range of professional styles and techniques to include, blow drying with various finishes, GHD curls and styles, styling for photographic sessions, bridal, high fashion and avant garde styling demonstrations. Breakdown and practical sessions will take place throughout both days. This course also incorporates the importance and understanding of the tools of the trade. Previous experience is not required for this course. LA Make Up Academy will provide all tools and product required.

COURSE DURATION

Two Day Course

Time: 10.00am - 4.00pm



Welcome to Ireland's innovative and creative Beauty Therapy course. This course takes you to a new level of professionalism within the fast paced world of beauty. Beginning with prestigious Dermalogica facials and product training, and moving to the creative world of Los Angeles MinX manicures and pedicures favoured by celebrities such as Beyoncé and Christina Aguilera. We are the only training academy in Ireland to train using Lycon waxing systems, with specialist waxing including Californian, Brazilian and Hollywood. Celebrity fans include Minnie Driver, Sienna Miller and Victoria Beckham. It has also been featured in Marie Claire and Vogue.

Holistic Massage Therapies include Swedish, Aromatherapy, Deep Tissue and Hot Stone massage, Reflexology, Indian Head Massage and Hopi Ear Candling. Threading is one of the oldest methods of body hair removal. Threading is a popular and exclusive treatment that will set you apart from the competition. Our training includes Eyelash Extensions designed to allow students to develop professional skills in the art of permanent Eye-Lash Extension application. The course also includes spray tan training using award winning XEN tan. This unique formula leaves each and every client with a radiant tan to suit all skin tones.

We are the only training academy in Europe to offer training in permanent hair removal using SELECTIF PRO. This is the latest technology in the industry; invented by the creator of laser hair removal. This method of sonar hair removal is only recently available in Ireland.

The curriculum begins with basic fundamentals of make-up and progress through to high fashion, catwalk and bridal. This course has the unique ability to train you as an expert Beauty Specialist and a High Fashion and Make-Up Artist with the added bonus of training in all the latest and exclusive training worldwide provided ONLY with LA Make-Up.

COURSE DURATION

Full time: 9 months

- * PLEASE NOTE THAT THIS COURSE CAN BE PAID FOR IN INSTALLMENTS
- * STUDENTS MUST INTERVIEW FOR A PLACE ON THIS COURSE

beauty therapy



for every beauty there is an eye
somewhere to see it

fashion design

LA Make-Up are delighted to introduce our new Fashion Design Course. This course will be taught by leading designers in the industry who have the best knowledge and know-how in order to succeed in being a fantastic designer.

This amazing 8 week full time or 5 month part-time course in fashion designing and pattern cutting will show you how to develop your ideas into individual, inspiring creations. Students will design, cut patterns and make up two of their own garments. This course is highly intensive, taught by a host of internationally acclaimed fashion designers. You will enjoy 'LA Tea & Cake' seminars throughout the course, where we invite leading lights in the industry, who will offer the latest in industry techniques and also advice on how to get your career as a fashion designer off the ground. Your final piece creations will be presented on graduation day that will include a photoshoot for your essential portfolio.

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COURSE CONTENT INCLUDES:

- Fashion Design History & Culture
- Fashion Drawing
- Pattern Drafting
- Cutting
- Laying
- Sizing
- Grading
- Garment
- Assembly
- Proving Patterns on the dress stand
- Experimenting with Fabrics
- Fashion Illustration

EXAMINATIONS AND ASSESSMENT:

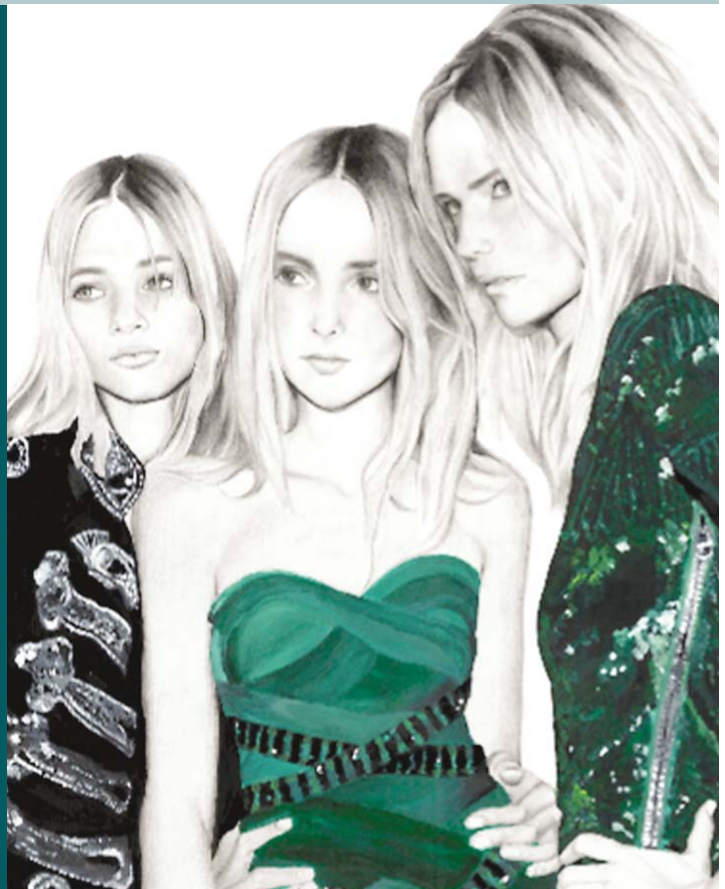
There will be two exams per garment designed, one in garment assembly and one in drafting, plus a design assessment.

COURSE DURATION

Full time: 8 weeks

Part-time: 24 weeks

(6 months plus additional weekend workshops/work experience).



style course

LA Style Academy is the forerunner in the training of Image and fashion Stylists. We pride ourselves in offering the first Fashion Styling Course in Ireland that offers students the most realistic, practical and technical training to work in the exciting and fast-paced world of fashion. You will not only cover the History of Fashion from the 20's to the present but also train to be an Image Consultant, Personal Stylist, Personal Shopper, Editorial Stylist, Show Producer, Fashion Writer, Set Designer, Visual Merchandiser, Visual Stylist and Window Dresser. In addition you will learn how to realistically gain experience in the Fashion Industry, advice on working freelance and setting up your own business, everything down to writing and sending an Invoice. Training will take place in the beautiful Studios of LA Make-Up Academy.

You will have access to a Hi-tech photography studio and work with the Academy's professional make-up artists and top hair stylists. All of this will ensure that you have wonderful images for your portfolio to show to potential clients. If you are considering a career in the wonderful world of fashion, this is the course for you.

COURSE DURATION

3 months / 6 months

* PLEASE NOTE THAT THIS COURSE CAN BE PAID FOR IN INSTALLMENTS





W H I T E

LA White is Ireland's first five-star dedicated bridal service, creating the ultimate wedding experience for the discerning bride. Our select team of professional make-up artists, with combined experience of over 25 years, offer unrivalled expertise in application techniques, together with an appreciation of the importance of creating the perfect bridal look for you.

Your experience with LA White begins in our luxurious private bridal suite at our studios, where you and a guest will be greeted with a glass of chilled champagne and chocolates! We feel it is important for you to bring a guest, whether it be your mum or perhaps one of your bridesmaids, just to share this special experience! Your dedicated artist will then discuss with you your vision for the day and of course reaching your dream look.

On your wedding day, your artist will travel to you to re-create your perfect bridal look and that of the wedding party. Your artist will stay until the last minute, for final touch ups and to ensure you feel and look exactly how you should on your wedding day! LA White do not charge a fee for our artists travel time to your venue.

As an additional treat, an LA Pro Team artist will arrive at your venue after the meal. They will set up a professional make-up station and will look after touch-up's for not only you and your bridal party but also your guests! This service is complimentary.

We eschew a 'yellow pages' approach to wedding planning; instead ensuring our clients receive a bespoke service, developed specifically for their needs and their vision of the perfect wedding.

wedding belles
service



brides always look beautiful, however, their beauty lies not in their attire, but in the warm glow of love that radiates from their faces.

What makes us different/the best in the business..

- International Internship programme.
- LA Make-Up use only the leading make-up brands.
- Fees can be paid in installments.
- Illamasqua and MAC supported Academy.
- International Accreditation - FETAC, ITEC, BABTAC, CIBTAC, LA Make-Up Academy.
- International tutors who can teach through languages of choice*
- Industry based tutors who are leaders in their fields.
- Hands on work experience to develop a Curriculum Vitae.
- Professional photo-shoots offer students live work experience co-ordinating with photographers, models and professional make-up artists.
- No experience required as courses begin at foundation level.
- Excellent customer service.
- 5 Star Client Conduct Training
- LA Academy welcomes students from all over the world, offering students an opportunity to study English as part of their course.

International internship programme/your chance of a lifetime

Exciting internships in London, Dublin & Los Angeles are offered to students who show true ability and passion during their course. All students are welcome to apply for this amazing opportunity to work in the fast-paced world of make-up, marketing fashion and retailing branding.

Requirements/things you need to know

- Students travelling within EU countries do not require a Visa.
- Students from outside the EU may require a Visa and must check with their nearest Irish Embassy before travelling.
- Students must be over 16 years of age.
- Students under 18 years of age must have a signature and permission from a guardian to complete course.

* subject to availability

why choose LA Make-Up?



creation, it's about feelings of wonder that you can't express in words, but they make your very being come alive.

DOMINIQUE MONCOURTOIS

INTERNATIONAL CREATIVE DIRECTOR OF MAKE-UP, CHANEL



IFMA Irish Federation of
Makeup Artists

LA Make-Up partakes in a large number of social awareness campaigns both nationally and internationally, providing education and services to the community at large.

Taking inspiration from director Lorraine O'Neill's keen interest and passion for social awareness, we travelled to India in January 2010 to teach English to orphan children in one of India's most poverty stricken areas.

LA is in the process of putting together the LA charity that will include a primary school and education training for parents of the children. In giving to Africa Fashion Week Dublin in April this year, LA Make-Up are sponsoring the first Africa Fashion Week that will be held in Africa later this year.



LA social awareness



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terms & conditions of enrollment

Fees & Enrolment

- 1 A student is accepted for enrolment on and subject to the condition that the student will attend on the date (the commencement date) and at the time specified in the confirmation letter which will be sent to the student upon receipt of the completed application form together with the correct registration fee.
- 2 Deposits are not refundable but shall be credited against the course fee.
- 3 The balance of the full course should be paid ten days prior to the commencement date. In relation to Module's 1 & 2 payment in full should be made on the start date of the Module. In certain cases payment for Module 3 may be paid by installment where specifically agreed between the Academy and the Student in writing.
- 4 The directors of the Academy reserve the right to change the commencement date of courses subject to availability.

All cancellations for Courses must be made one month before the course start date. Minimum cancellation fee for all courses started is €800.

- 5 All fees quoted attract and are inclusive of VAT at the current rate. All fees must be received by the Academy without deduction.
- 6 Fees are not refundable if the course is interrupted or cancelled through an act of God or Terrorist act.
- 7 Students will not be accepted on the commencement date unless full payment of fees is made in relation to Module 1 and Module 2. A receipt for Registration fee will be sent with the letter of confirmation.
- 8 Any student under the age of 18 must have the application signed by a parent/guardian. Students under the age of 18 will not receive any additional supervision on the courses.
- 2 As all courses are of a continuous nature no allowance for lateness or absenteeism will be made except with prior consent of the Directors who also reserve the to dismiss any student from a course from by giving said student 7 days notice of said dismissal. The decision of the Directors of the Academy in such matters will be deemed final.
- 3 Students will need to practice upon one another during courses.
- 4 The name LA Make-Up Academy may not be used in any form of advertising whatsoever including advertorial.
- 5 These conditions shall form the entire basis of the contract between the Academy and the Student. Only the Directors of the Academy shall be authorised to alter or waive any of the aforementioned conditions.
- 6 LA Make-Up bears the right to the use of student images for a duration of 45 years.
- 7 The academy will be closed on all public holidays for the Republic Of Ireland.
- 8 Students may be asked to source models from outside the academy to work on during class.
- 9 In the event that a student is absent for three consecutive days and in the absence of a Doctors Certificate, the Student may be expelled at the discretion of the Directors of the Academy.
- 10 In the event of a Student being absent from a class, two other students may have to practice on one model.
- 11 During Photoshoots, the Academy is not responsible if the Model fails to attend.
- 12 The Academy reserves the right to change the course commencement date and will give reasonable notice of such change to the students.

Hours

Course hours can be varied at the discretion of the Directors of the Academy without prior notice.

Attendance

All students must hold a 98% attendance rate in order to receive their Certification from LA Make-Up Academy. In the case of continual lateness or absenteeism, students will not be eligible or entitled to attend or transfer to any alternative course dates

General

- 1 It is regretted that due to the possibility of copyright infringement the use of video camera and audio recording equipment is not permitted.
- 13 Students are required to produce 'mood boards' and project work throughout the Modules or courses as directed by the Course Tutor.
- 14 If a Student becomes pregnant and is unable to complete a course, a Medical Certificate from the Students Medical Attendant will be required before the balances of the fees are refunded.
- 15 Make-Up used on the courses, remains all all time the property of the Academy
- 16 Video security cameras are in operation at all times.

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