

SHORTCUTS

*To a Successful Career as a Hairstylist or Make-Up Artist
In the Fashion and Entertainment Industries*

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INTRODUCTION

So you want to be a freelance hairstylist or make-up artist? It's not easy! But after reading this book, you will have the insight on how to get started. You will also learn what it takes to succeed in these difficult but exciting fields. I share many valuable, essential secrets and a great deal of information in this book.

You will discover how the freelance industry of hair and make-up artists works, and more importantly, how to truly make it work for you. It takes a lot of hard work, persistence, and patience to succeed in this industry. The competition is fierce. You will need to be able to handle a great deal of rejection.

These two industries are all about your connections and the people you know. What's that, you don't know anyone in the fashion or entertainment industries? Don't worry – you will. Here's how it's done ...

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THE DIFFERENCES BETWEEN FASHION AND ENTERTAINMENT

In the freelance world of professional hairstyling and make-up, there are two related industries available to the hairstylist and make-up artists: the fashion industry and the entertainment industry. Both offer a wide range of job opportunities. However, the education needed, skills required, career path, and the type of work available to you (as the artist) are completely different.

As a freelance artist that works in the fashion industry, you will always be working on *non-union jobs*. Fashion industry artists are referred to as non-union artists, since there is no union to regulate these types of jobs or the artists that work within this industry. Although you will be working on non-union jobs and are technically a non-union artist, the proper industry terminology for your job title in the fashion industry is a “*freelance fashion non-union hairstylist*” or a “*freelance fashion non-union make-up artist*.” Below, are the types of jobs available to you as a freelance fashion industry artist:

FASHION INDUSTRY NON-UNION AVAILABLE WORK

MAGAZINE EDITORIALS

PHOTO SHOTS/PRINT WORK

ADVERTISING CAMPAIGNS

CATALOG SHOTS

MUSIC ALBUM PACKAGING

MOVIE PREMIERES

RED CARPET APPEARANCES

CONCERT TOURS

RUNWAY SHOWS

MOVIE PUBLICITY TOURS

PRESS JUNKETS

MUSIC VIDEOS

TELEVISION COMMERCIALS

TALK SHOW GUEST APPEARANCES

As a fashion artist, you will mainly be employed on photography shoots. Your work will grace the covers and inside pages of all the major fashion magazines. A career in this industry will offer you the opportunity to work with actors, actresses, models, musicians, agents, managers, photographers, publicists, magazine photo editors, art directors, music labels, producers, and directors throughout your career.

When you see a famous actress on the cover of *Vogue*, you can be certain that her personal choice of fashion, hair, and make-up artists were present during the shoot. This type of artist is a specialist in what we in the industry refer to as “beauty” hair and “beauty” make-up artistry. Beauty make-up and beauty hairstyling is exactly what it sounds like – the art of making people look beautiful. It is the fashion hairstylists and fashion make-up artists that are responsible for creating all the new trends you see in the fashion magazines.

Many of these successful hair and make-up artists choose to work solely on celebrity clients. When working with celebrity talent, hair and make-

up artists are not only required to satisfy the celebrity's and photographer's needs – but also the needs and demands of the celebrity's agent(s), manager, and publicist.

Unlike models, celebrities have an important image to uphold. As such, their opinion on how they should wear their hair and make-up that day definitely matters. Although you are the hair or make-up specialists, you will always need to take into consideration (and try to honor) their requests. While some artists welcome the challenges of working with celebrities, others find celebrity fashion work to be awfully high maintenance and very limiting in its creativity. So instead of pursuing celebrity fashion work (which can be quite lucrative but also very challenging), these hair and make-up artists choose to create their cutting edge looks on models and establish close working relationships with specific photographers and fashion magazines.

While some hair and make-up artists choose to pursue only one avenue within the fashion industry, most non-union fashion artists decide to work with both models and celebrities. They do this because they enjoy the diversity of all the different jobs that are available within the fashion industry.

Honestly, you can navigate your career in any direction you deem fit within the fashion industry. The possibilities are endless. In time, you will be able to choose the kind of jobs you want to work on as well as the type of talent with which to collaborate. You will never feel “stuck” in the same environment. Every day will be a new day, as most jobs in the fashion industry are one-day shoots. A whole new crew of people will surround you. This means that on each and every day of your career, you will meet 6-50 new people (depending on the type of job at hand). While it can be tough to constantly get to know new people, the change and variety can also be exciting and rewarding.

TO BETTER HELP YOU DECIDE IF A CAREER IN FASHION IS RIGHT FOR YOU, HERE ARE SOME KEY QUESTIONS TO ANSWER

1. Do you love fashion?
2. Do you want to work with photographers, models, musicians, or movie stars?
3. Do you want to see your work grace the covers of all the major fashion magazines?
4. Do you aspire to become the personal hair or make-up artist for actors, actresses, or musicians?
5. Would you like to work on the next *Sports Illustrated Swimsuit* issue?
6. Maybe your desire is to work with the *Victoria's Secret* models on their next catalog shoot?
7. Is it your aspiration to create the hair and make-up looks for *Prada's* next advertising campaign?
8. Do you hope to perform the hair or make-up for *Christian Dior's* next runway show?
9. Perhaps you want to work with *U2* on their next album packaging photo shoot or music video?
10. Maybe your dream is to live in Paris, Milan, or London and work with the best fashion designers, models, and photographers?

If you answered yes to any of these questions, then follow the necessary steps listed in this book on how to become a freelance non-union fashion artist.

As an entertainment industry hair or make-up artist, you will have the opportunity to learn and apply many different art forms that go way beyond the art of beauty hairstyling and beauty make-up artistry. The jobs available in the entertainment industry include all positions pertaining to television shows and films and are classified as union jobs.

It is important to note that in order to work on these union jobs, you will have to join the Television and Motion Picture Hair and Make-up Artist Union. The requirements and benefits for joining the hair and make-up artists union will be discussed at length later in the book. The proper industry terminology for a hair or make-up artist who works in the television and motion picture industry is a *union hairstylist* or a *union make-up artist*.

You will see from the chart below that there are also non-union jobs available to an artist that wishes to work within the television and motion picture industry. If you are working on a low budget, non-union film, you will not be required to be a union artist in order to work on this film.

Many independent films are non-union. Keep in mind, though, that if you want to work on major motion pictures, with budgets in the millions, you will be required to join the union before getting the chance to work on these types of union films. A non-union artist is not allowed to work on a union movie unless he or she belongs to the union.

Television works in much the same way. For example, if you hope to work on a major network series such as *CSI*, which is a union show, you will need to be a union artist. However, if you want to work on a show like *What Not to Wear*, which is on a cable network (TLC), you will not need to be a member of the union since the show itself is not a union show.

Within the television and motion picture industries, the rules/regulations don't always seem to make sense and change constantly. I have talked to several union artists over the years and they don't even know all the rules!

So, please take all of this information on the union more as a guide rather than an absolute doctrine. Make sure to do any necessary, further research concerning specific shows/films on which you might be hired.

For now, what is most important is that you understand the types of jobs available to you, as an artist, should you choose a career in the television and motion picture industry. Being as familiar as possible with the opportunities that exist will help you when carving out your own, unique professional path.

ENTERTAINMENT INDUSTRY AVAILABLE WORK

UNION WORK

MOTION PICTURE FILMS

NETWORK TELEVISION SHOWS

SITCOMS

SOAP OPERAS

TALK SHOWS

BROADCASTING

DRAMAS

THEATER SHOWS*

MUSIC VIDEOS*

TELEVISION COMMERCIALS*

NON-UNION WORK

MOST CABLE TELEVISION SHOWS

INFOMERCIALS

INDEPENDENT FILMS

STUDENT FILMS

REALITY SHOWS

MUSIC VIDEOS*

TELEVISION COMMERCIALS*

**Please note that television commercial and music video jobs are available to both union and non-union hair artists.*

Overall, the success of a show, the network it's on, and the type/format of show all determine whether or not it is union or non-union. Thankfully, in the world of television and motion pictures, there are always non-union jobs available to an artist. These are the ones that will help you gain the neces-

sary experience and hours needed in order to later join the union, should you wish to further your career in television and film. *Please refer to Chapter 30 in order to learn how these non-union jobs are used to advance an artist's career into the union.*

TO BETTER HELP YOU DECIDE IF A CAREER IN THE ENTERTAINMENT INDUSTRY IS RIGHT FOR YOU, ASK YOURSELF THE FOLLOWING QUESTIONS

1. Do you want to work on television shows?
2. Would you rather work on a motion picture set?
3. What kinds of hours are most agreeable to you, in terms of production schedules?
4. While TV shows require long days, they at least have a more consistent set of hours than films – which often shoot at all hours of the day or night.
5. Also, do you aspire to enhance the vision of your favorite director?
6. Do you desire to work for your favorite actors and actresses and create their glamorous looks on the big screen?
7. Are you a hairstylist that wants to make and apply wigs that will transform a person into looking like they are from another era?
8. Do you wish to transform actors into monsters, aliens, or the unimaginable by working with prosthetics, blood, bruises, burns, bald caps, fat suits, mustaches, beards, or live casts?

If you answered yes to any of these questions, then this is definitely the industry for you!

If you know you want to work on a TV show or a movie, but you could care less about working with fat suits and prosthetics, that is okay too. There is still plenty of entertainment work available for you if all you want to do is perform beauty hairstyling or make-up artistry. There are actually more movies and shows that require such services than the type of art needed for a specialty/effects-driven movie such as *Lord of the Rings*. The best part of the entertainment industry is that it takes all kinds of artists to turn an idea into reality.

Most TV shows require their actors and actresses to look beautiful. It is rare that new creatures are created for every episode of a series – unless you were working on a show like *Buffy the Vampire Slayer*. When employed on a show like this, there is also a beauty hairstylist and a beauty make-up artist on hand to make all the lead characters look their best while they fight the evildoers. Equally, there are also hairstylists and make-up artists that make the evildoers come to life. In a case like this, the show could have four or more different kinds of hair and make-up artists. They are all working with the actors and director to help turn their imagination into reality.

When you are an artist that focuses on making creatures come to life, the proper industry terminology for you is a *special FX make-up artist*. Within the special FX make-up artist world, there are several different kinds of art forms to pursue. Some special FX artists are union artists and others are non-union. The only difference between the two is that the union special FX artists are allowed to work on the actual movie or television set while the non-union special FX artists work in special FX labs or non-union television and movie sets and create their art in these environments.

Of course, there are exceptions to every rule in the entertainment industry. For example, the union and non-union jobs that are available can sometimes overlap each other. A perfect example of this is that some commercial union jobs are allowed to hire a limited number of non-union crewmembers for their shoot. Everyone working on set is considered a member of the crew.

This means that a non-union hairstylist or a non-union make-up artist will often get the opportunity to work on a union commercial even though they are not yet a member of the hair and make-up artists union. These commercial jobs are a great way for artists to accumulate the hours needed in order to become a union artist.

Another example of union and non-union jobs crossing over is when a celebrity is on any type of network television talk show -- such as *The Tonight Show*, *The Late Show with David Letterman*, *Good Morning America*, and *The Today Show* (just to name a few). When a celebrity makes an appearance on the talk shows, their freelance fashion non-union hair and freelance fashion non-union make-up artist travel with them to each show.

Every television talk show has its own, on-staff union hair and union make-up department that takes care of the host/hosts of the show. However, when the actor/actress appearing on the show that day is your client, you are the artist responsible for getting them ready for the show. The talk show hair and make-up artists who work on the host/hosts of the show everyday are all required to be members of the union, as these types of network television talk shows are all union shows.

Since these talk shows are union, every person working on the set/stage must belong to the union. If a non-union hair or make-up artist were to perform hair or make-up services for their actor, actress, or musician client on the actual set/stage of the show, the production company would put itself at risk for being fined thousands of dollars. It is illegal to have a non-union crewmember perform his or her job on a union television or movie set. So, how is the non-union fashion artist allowed to get their celebrity client ready that day? That's a very good question! The only legal way for a non-union fashion artist to perform hair or make-up services on their client during a talk show is by getting the client ready in the dressing room.

In other words, it is legal for a non-union hair and make-up artist to perform hair and make-up services on a celebrity at a union television talk show because the hair and make-up artists never technically step foot onto the union set/stage. Instead, the artists always get the celebrity ready for their

appearance on the show that day *in the dressing room*. The dressing room itself is not part of the actual television set/stage.

This is an important and technical distinction. Dressing rooms are always located off set so union rules do not apply. However, once the talent leaves the dressing room and is on the actual set, the non-union freelance artist is not allowed to touch the celebrity or perform any kind of service while the celebrity is on the set.

This is how the actor, actress, or musician is able to have their preferred choice of hair and make-up artist on their job that day, regardless of their union status. Most of the time, the celebrity's personal appearance on the television talk show will be for less than 6 minutes, which is *usually* enough time for the hair and make-up to stay perfect.

You will learn more about the union in chapter 30. For now, it is only important to remember that as a freelance artist, you will have the opportunity to work on many different kinds of shoots. Each has its own rules and potential for wonderful rewards and challenges.

As I mentioned in the introduction, you must learn to handle rejection well. Continue to move forward with your goals. I cannot emphasize this enough. Working in the industry can be incredibly fun. But at times you will find yourself in outrageous or perhaps unfair situations. As with every industry, some individuals are quite pleasant to work with and appreciative while others will make you question why you ever started in this business in the first place. One of the best things about this industry is that eventually, as you become well known and in demand, you will be able to pick and choose the people for whom you work with each day.

Since you are just starting out in this industry, I want to welcome you to the beginning of your new career and give you all of the necessary information to help make you successful. (Of course, the talent portion is up to you!) Know that with hard work and determination you will have unlimited opportunities and access to all types of jobs. After paying your dues for a few years, you may find yourself flying on a private jet with your client, traveling to exotic locations, and making thousands of dollars a day – while doing what

you love.

You may also wind up in charge of the entire hair or make-up department for the next Hollywood blockbuster action film, if that is your goal. The sky is truly the limit in these two industries. You will definitely have a very exciting career! **Only you can decide which career path is right for you.** All freelance artists have their own, unique stories as to how they got their first lucky break.

In order to achieve your objectives, there are some general rules you must remember. First and foremost, read this book! You must become an educated artist. Also, never give up on your dream – no matter how difficult it may seem initially. Finally, learn as much as you can from everyone around you and **don't be afraid to ask questions.** The rest will all fall into place. I am living proof that this approach works.

In doing my extensive research for this book, I met a variety of hair and make-up artists. Unfortunately, there is no one formula to follow; it's just not that easy. I have met several special FX artists who could care less about becoming a member of the union because they don't like to be on set all day long. Instead, they make their prosthetics in a lab and pass off the final art pieces to union special FX artists.

In addition, I know hair and make-up artists in fashion that have each developed a strong relationship with a particular actress. One day they are shooting the cover of *Elle Magazine* and the next week they are working on their actress-client's next movie shoot. In this case, the artist is a union artist although they work mostly on non-union print work.

I have a friend who has earned enough hours to become a union artist through working on a non-union television show. Still, she has no desire at this time to join the union and file the necessary paper work. She is completely satisfied working on her non-union television show. The non-union television show has been on the air for the last seven years and she gets along great with the whole crew. For this reason, she does not pursue a career in the union but still makes a great living working in television.

I know many artists (myself included) who are perfectly happy never working on a television or movie set. I much prefer each day being a new experience with a different crew. I love the art of photography more than the art of movies so for me the choice to be a non-union fashion hair and make-up artist was easy.

Even after nine years in these two industries, I still haven't worked on a major motion picture. Yet, I am still an integral part of the entertainment industry and have the best time working with all of Hollywood's most talented actors. I also enjoy seeing my work in the fashion magazines and traveling around the world with my clients to promote their movies. For me, this is the ideal professional situation.

Many of the non-union freelance artists I know could care less about actors, actresses, and movies. These artists love fashion and it takes a lifetime of hard work to become the artist who is in charge of creating the looks for the fashion shows in New York. Whatever type of career you choose, it can be quite rewarding in the long run. Obviously, if you choose to pursue a career in fashion it will mean a different path than one in the television or motion picture industry. Eventually, though, these two paths become the same road and you will be able to work in both industries, if you so desire.

If you wish to do runway shows one day and then work on a movie for the next three months, you can do that too. If hair and make-up for the beauty industry bore you, you can become a special FX make-up artist. There are many possibilities. Keep an open mind and be flexible. There are also many exceptions to the rules in these industries. That is why, in the beginning, it is sometimes hard to understand how it all works.

I am a firm believer in the concept of right time, right place, and right circumstance. If you put in the time and energy, in addition to being honest with yourself and your art, you will become a success. Understand that you can be any kind of artist you choose to be, with the proper preparation and skills.