

Master Make Up Classes.



# ARTISTS

## Introduction

IWED 2017 Make up Master Class workshop will teach you a whole range of basic and simple beauty tips and present you a proper understanding when it comes to makeup application! Trying out new colors and techniques while discovering for each type of skins and faces. An added bonus of being taught by talented professional makeup artists in Qatar, Ms. Afra Al-Marri, Sonjdradeluxe, Arianna Garcia and Ashley K Holm and other invited artists from different countries.

## Scope

An everyday definitive makeup guide from influential makeup artists just like Ms. Afra Al-Marri, Sonjdradeluxe, Arianna Garcia and Ashley K Holm mentioning countless performance, campaigns & expos with top brands such as DIOR, YSL, NYX and more, this workshop will be featuring detailed instructional guides, customized color charts and beautifully photographed step-by-step demonstrations on the faces of professional models during the event.



# AFRA ALMARRI

Afra is the most followed and adored Qatari Make Up artist in Qatar. Being a Make up artist is on top of her career. Currently, she is the Director of Artistry & the Artist Relations Officer of GLACIER. She got her certification from Tajmeel Academy - the first beauty academy in Qatar.

AFRA ALMARRI



# AFRA ALMARRI

For Afra, Make Up is not a mask, instead, make up is a form of ART, PASSION and EXPRESSION. She is the first chosen make up artist of a Pop Star performer in Qatar and she continuously acquire famous clientele during and at present. Afra also worked with Blue Saloon's elite clients, for Dior ,YSL. She have also been into countless events in Qatar and campaigns like the Heya Expo that highlighted her career in make up artistry. <https://www.instagram.com/afrabeauty>



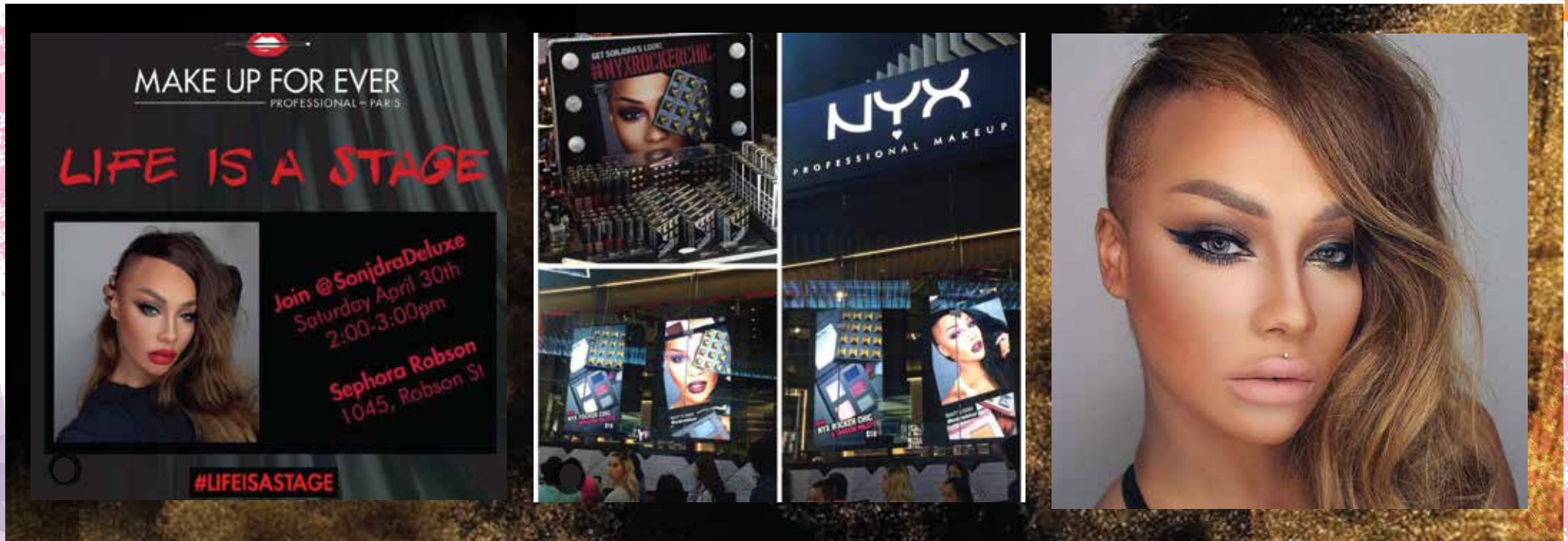


# Sonjdradeluxe

Sonjdradeluxe Is a makeup artist whose talents match up to her jaw-dropping beauty. She had worked with a lot of Brands in the USA and Canada the likes of MAC, NYX, MAKEUP FOR EVER And so on Please see attached photos Instagram link and YouTube below

<https://www.instagram.com/sonjdradeluxe>

<https://www.youtube.com/channel/UCsGaCNos3uvLNY-Jyx2uTsQ>



# ARIANNA

Arianna is one of the leading makeup artists in LA serving the Hollywood Elite. Her flawless finish and celebrity roster make her one of LA's most sought after makeup artists. She is unique in her precision and attention to detail and her makeup is known for being incredibly long lasting. Her work and clients in photos

[https://www.instagram.com/makeupari\\_/](https://www.instagram.com/makeupari_/)







# Ashley K Holm



Talented, experienced, and motivated, Ash K Holm has quickly become one of the world's most sought after makeup artists in the business. Ash's natural artistic inclination was evident even as a child, with her passion leading her to a very thriving career with a high-end make up company. The pursuit of a freelance career and her own brand has come smoothly and has been met with resounding success.

Known for her daring and glamorous looks, flawless highlight and contour applications, as well as her ability to produce a refined aesthetic, Ash has established herself as a master of transformation and an expert in the makeup industry. She has an uncanny ability to work with all skin types and tones and create stunning looks for a wide array clientele.

A passionate and practiced professional, Ash K Holm has received many esteemed awards, taught master makeup classes, and her work has been featured in industry publications, social media, and television. Ash K Holm has garnered a massive following thanks to her publicized work on celebrity clientele including Carmen Electra, Khloe Kardashian, Lilly Ghalichi, Trisha Paytas, Janel Parrish, Angela Simmons, Erica Mena, and many others.







# Master Make Up Classes

Each and everyone of our Makeup artist have an A list of Clients all over the world and had worked with the elites of celebrities in their reign. And had worked with top brands as of MAC , NYX, MAKEUP FOR EVER, Dior and so on. Our Makeup artist all tougher have following in total of 4 million all over the world in social media alone



## MAKEUP WORKSHOP

- Aside from providing make up lessons, the artist will also focus on the Arabic toned skin preference demonstrating the proper ways of application with suitable make ups based on the skin color, eye color and the shape of the face.
- The make up artist will also share the appropriate makeup, colors/palettes to apply in everyday use, Corporate/Office, Dinner, Special Occasions, Weddings and more.





## GIFT BAGS

Wait....there's more!!

- Participants will not only enjoy the enriched information and quality lessons, they will also be rewarded with a gift bag that includes valuable presents from us and from our sponsors!!

## Guess What !!

- The value of the gift bag is more



## The Arrangements

Red Carpet walk in with photography back drop for the media campaign. There will be a stage and on that stage will be installed a different kind of lighting on trusses, and two high resolution LED Screens hanging from the ceiling, sound system speakers and translators with headphones.



**TARGET**

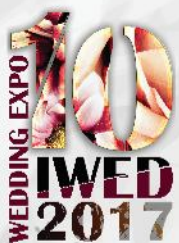
Our Target Market is High Society from Ages 16 to 65 of Ages. Our Branding is focusing on Paying Customers who have the buying power to Indulge on such products.





# Hall Setup





# Master Class Sponsorship Categories

INTERNATIONAL WEDDING  
EXHIBITION AND FASHION  
SHOW-DOHA

## Sponsor Recognition as

**PLATINUM**  
Master Class

**GOLD**  
Master Class

**SILVER**  
Master Class

**BRONZE**  
Master Class

**SUPPORT**  
Master Class

Display Table in front of Master Class area	✓	✓	✓	✓	✓
Pages advertising in IWED Catalogue	2	2	1	1	1
Full page editorial in IWED Catalogue	1	1	1	1	1
Logo displayed on all Outdoor and Indoor Venue advertising materials	✓	✓	✓	✓	✓
Logo displayed on all Advertising Collaterals	✓	✓	✓	✓	✓
Logo displayed on top left of IWED floor plan	✓	✓	✓	✓	✓
Press Release announcing your participation	✓	✓	✓	✓	✓
Logo displayed on top left of IWED floor plan	✓	✓	✓	✓	✓
Press Conference announcing your sponsorship	✓	✓	✓	✓	✓
Head Table seats during the Press Conference	✓	✓	✓	✓	✓
One speaking role at IWED Press Conference	✓	✓	✓	✓	✓
Branding at IWED Press Conference	✓	✓	✓	✓	✓
Logo displayed on IWED website for one year.	✓	✓	✓	✓	✓
Exclusive in – show media interviews	✓	✓	✓	✓	✓
Branding at Doha Exhibition and Convention Center.	✓	✓	✓	✓	✓
Access to IWED Visitors Data	✓	✓	✓	✓	✓
Recognition Award	✓	✓	✓	✓	✓
Invitations to the Opening Ceremony	100	50	25	25	25
Invitations to the Gala Dinner	2	2	2	2	2

## TOTAL

## Cash

## Products

<b>QR</b>	<b>100,000.00</b>	<b>80,000.00</b>	<b>60,000.00</b>	<b>40,000.00</b>	<b>20,000.00</b>
<b>QR</b>	<b>85,000.00</b>	<b>70,000.00</b>	<b>52,000.00</b>	<b>34,000.00</b>	<b>16,000.00</b>
<b>QR</b>	<b>15,000.00</b>	<b>10,000.00</b>	<b>8,000.00</b>	<b>6,000.00</b>	<b>4,000.00</b>



# THANK YOU



## **Contact us :**

Sheikha Al Marri  
General Manager

Tel: 77778640 - 00974

M: 30059909 - 00974

P.O. box: 39060

Email: [sheikha@afarbeauty.com](mailto:sheikha@afarbeauty.com)

Website: [www.afarbeauty.com](http://www.afarbeauty.com)

West Bay – Doha Qatar





