

## Meet the MakeupArtist Susanne Tapper

Susanne has been an artist since she was a teenager. She was only ten years old when she picked up her mothers eye pencil for the first time. - My mother dosen't have so much makeup in her bag, just mascara and eye pencils and maybe some blush. I remember the mascara was a brush and you had to wet the cake and pick it up with the small brush. Sometimes I could see her spit on the brush and roll in the cake of mascara and put it on her eyelashes. And I just love it and she looks so pretty.



### Some questions for the makeupartist

**Q: Have you always been a makeup artist? Did you have another career(s) before doing makeup full time?**

No, I didn't fulfill my dream to be an makeupartist until I was 37 years old. I had always wanted to be an artist but you know when you start working after school you get comfort with your paycheck every month who gives you the opportunity too travel on vacations and do lots of stuff. And you stop thinking of what you really want in life. I have been working in the manufacturing for ages and I have been working in a grocery store, and

with kids who was in need of support in school to keep in track. When I took the decision to educate myself I already have my own family, but I think even if I already have done makeup forever it would be a good thing to have an cert to prove it to myself and my clients. And one thing I regrets is WHY did I wait so long to do this.

**Q: What do you struggle with as a makeup artist in terms of your actual craft? Brows? Skin? Lips?**

I actually struggle with and red lip. Even since i went to makeup school I had an problem to do a really good red lip. And it bother me so much so when ever i got the time I still practice a red lip. I just love an red lip and I would love to wear it all the time.

**Q: What technique do you think you do well as an artist?**

Technique really depends on the desired outcome of the job and what its for. I think I'm pretty well rounded as I work in so many different areas in makeup, commercials, print, runway, weddings you name it. I have worked with so many different people and with so many things and techniques. I have a lot of experience to pull from. But I really love to do an beautiful skin who photographed well. It dosen't matter if I use my airbrush or my fingers. You know that if you use your fingers to put on makeup you always got an outstanding makeup in my opinion.

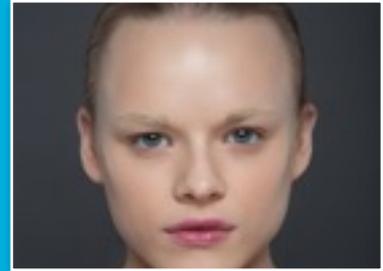
**Q: When you decide to approach a face, what things do you take into consideration before you ever lift a brush?**

Generally I'm thinking about the job, the client , and the finished result..... I almost always create a picture in my head of the finished result and try to figured out how to get there.

**Q: So in other words, you really think a lot before you pick up a brush, and you listen.**

Absolutely, it is important to listen to the client and what they wish for.

**“We are the trend makers!**



**”We do NOT follow trends. We make them.**

**If you want to follow like sheep you'll never be strong presence in makeup. ”**

# THE BUSINESS OF BEAUTY

## **Q: Do you like the business side of beauty? What are your struggles?**

I don't really consider myself a business woman, but I do know my value as an artist. I don't have an agent yet so I handle the business by myself. So far so good, but my goal for this year is to get an agent to pursue my bookings.

I think my personal struggles are people who undervalue our work and what we do, especially with all these makeup schools pumping out tons of artists every month who will always underbid jobs because they don't know any better. But as always you get what you pay for is a good thing to consider mostly when you are looking for a good makeup artist.

*“The new artists don't realize they are killing our industry by driving rates way down. Down so far, it's getting harder and harder to earn a living as a makeup artist.”*

## **Q: So wish agent would you like to work with?**

A dream agent would be Streeters. But generally I will consider every agent who works hard for their artists in the business.

## **Q: How do you get most of your paying jobs?**

I think from the private clients who are looking for a makeup course or a makeup artist for their wedding find me on my website. I've got one website for private clients and a general one for international work. The website [www.susannetapper.com](http://www.susannetapper.com) goes international and will show my latest work and [www.blifin.se](http://www.blifin.se) are for weddings and other private bookings. Oh, the Susanne website is not done yet, but I still hope that it will be done before summer. But most of all I get most of my jobs by word of mouth, your reputation is the best marketing tool.

## **Q: What do you do to market yourself?**

I keep my work up to date and valid by testing. Yes, I still test and as we called it here in Sweden TFP. I am never too good to NOT test. It's also a time when I can try out some

new products and do something interesting. I test with photographers I feel will add value to my book and always “test up” when I can.

The other thing I do is post my works on social networks to show people I’m current. I special use Instagram or my Facebook page.

Often I contact my special privat clients once a month to see if they have an upcoming event or so. I of course see that they have the first chance to book me.

**Q: What do you think of the beauty industry today as you see it on social media?**

It frightens me. I see so many “**FAKE-UP** “ artists, giving bad advice or thinking because they have a kaboodle of makeup they can do makeup on themselves and that they are pros.....it takes years and years of experience to really learn this craft and continued education. And in this business you never stop learning. There is always new technique, new skills to develop, new products to try out. Never ever believe that you are a great makeupartist because you got your diploma or cert.

**Q: So I take it you don’t watch the “Beauty Influencers” on Youtube?**

Of course I look at youtube sometimes. I have a few artist that I follow who are great artists with faboules skills and knowledge in the industry. I pic up som things now and then when I watch them.

**Q: What is the one piece of art you have really been proud of?**

I’m really proud of every wedding I’ve been involved in. And I have a photographer that I’ve worked with that made my work to stand out every time. But I still have the best to come. I always think that the next work will be my best, because I always challenge myself to go further.

**Q: What kind of work do you find you get booked for the most?**

Today I will perhaps say weddings, and commercials.

**Q: How do you set your prices as a makeup artist?**

Depending on the job and whats expected of me. I have a price list on my website for weddings and other privat occasions. I want to work in first class. Your rates represent who you are as an artist. I don’t ever want to be the known as the “Budget Artist.”

**Q: They always say you are as good as your last gig. Do you find yourself looking back on a shoot or job and saying “WTF” was I thinking? Or are you generally pretty happy with the way things turned out?**

Oh, yes there are things better left unsaid. When I first start out as an makeupartist there where some test shoots that I want to forget. But I have to say my the very first ever test shoot I still got the image on my website. I can't take my eyes of that image, but I can't say if it's the model or the makeup work appeals to me I just want to have on there.

But I don't think I have had any client who are unhappy with my work, I haven't heard about it anyway. But I would like to have some constrictive critic thats the way you develop and push myself to be better and better than my last gig ;-)

**Q: Overall you are wildly successful. Why do you think your clients trust you?**

I think my clients trust me because I genuinly care about each and every job, I dont take any of this for granted, every jobs a gift, I think that really translates. And I return phone calls, e mail and show up on time and I think I'm fun to work with.

**Q: Where do you think cosmetic companies have succeeded in the last several year**

In reaching out to pro artists. I'm very happy to see the gap between makeup lines and pro artists becoming increasingly easier to get products. More and more companies knows that if you get an artist, you always get good feedback on your product if they are useful and some free commercial to the public.

**Q: When it comes to having things in your kit, is your kit fully stocked and full of all types of things?**

I try to work as much as possible out of pallets, to save place in my suitcase. But I always find it hard to know how much should I put in, maybe I just need it all ;-)

**Q: If you could give one no bullshit piece of advice to everyday women what would it be?**

Stop looking at Instagram and think that they look just that perfect like the images. And quite trying to look like Kim Kardashian or any other celebrity. Strive to be your best you! Create your own signature look because no one can be you better than YOU!

**Q: If you could give one no bullshit piece of advice to aspiring makeup artists what would it be?**

I believe that you should choose becoming a makeup artist because that's what you has to do in order to be happy ! There are easier ways to get a steady paycheck! Don't decide to become a makeup artist because you think it's glamorous. While it's fun most days, it's still work. Be humble, thankful to other already established makeupartist in the business otherwise you will not be there for long.

**Q: What are you thankful for today?**

I'm thankful for everything and every opportunity coming my way. The latest big thing was that I was handpicked for the course of Val Garland out of thousands of applicants all over the world. That was a real big deal and I've learned a lot and got really good peers and a new network to collaborate with in the future. That course was awesome! Finally I've got a network and a community consisting of hairstylists, photographers, nail therapist and more in the mastered. My journey have just begun, I have a lot coming my way in the future.