

## Event Review



# Kryolan Studio Launches in Mumbai

*The 1st Kryolan Studio in India, was launched in Mumbai by Beauty Palace, their authorised channel partner in Western India. Kryolan, one of the biggest professional make-up brands in the world is extremely popular with the make-up artistes from salons and Bollywood alike.*

### The Studio:

Kryolan Distributor, Rayed Merchant, has simultaneously opened his second Beauty Palace adjoining the Kryolan Studio, which together offer a 1100 sq.ft. extremely informative, and user friendly, store for consumers and professionals. What is great is that both will get the opportunity to try out the complete range of 16,000 products Kryolan Make-up products. Moreover 3 make-up artists are always available to give demonstrations and hand out product information. Interestingly, the store also has stock of Kryolan Prosthetic make-up, which is largely used in the film industry for special effects make-up.

### The Event

The opening day was marked by a free make-up workshop by ace make-up artist Vipul Bhagat. Working on the theme of 'Metallic and Jazz', Vipul's model wore Kryolan's latest creations - Feather Eyelashes leaving the audience awestruck.

Asha Hariharan came next on the 24th December with her awe-inspiring session, revolving around the theme of 'Lounge and Red Carpet'. Asha gave the audience a step by step explanation of each of the 5 looks created. Fascinatingly, Asha also demonstrated flawless make-up for a Leukoderma inflicted lady- a look that received tumultuous applause from the audience.

The 3rd day of the launch i.e. the 25th December had industry expert Bharat Godambe flaunting his skills of Advanced Make-up techniques. Not only was the Studio full, there were people thronging the pavement outside the store just to get a better look.

The make-up workshops following the launch wound up on the 26th with make-up specialist Seema Jerajani's session on 'Fashion and Glamour make-up'. Seema has recently completed her advance training session from the Kryolan Memphis Academy, Chennai and her audience couldn't stop raving once she was done with her 1st model.

These live sessions were attended by make-up professionals as well as consumers alike. **SS**



Bharat Godambe's advanced Make-up techniques



Mr. Sampath - Executive Director, Kryolan India



Asha's Lounge & Red Carpet looks

