

City women learn how to put their best face forward

Humaira Ansari

It was a cousin's wedding and 27-year-old Ishita Mehta was excited. She had gone wild shopping and was looking forward to impressing everyone at the reception. But, that was not to be. "The make-up lady did such a shoddy job, I was looking terrible," Mehta says, unhappily.

The next thing she did was enrol herself in a four-day personal make-up class at Sion, so that she would not have to depend on anyone else for her face. "After all, I know my skin the best. And, with the number of weddings and social dos I attend, I thought the best thing to do was learn how to put on my own make-up," says

Mehta, of her impromptu decision. She is just one of many city women who are taking up make-up courses, not as a hobby or a career prospect, but simply because they want to be in charge of looking their best for any occasion.

"If I am doing it, I might as well do it right," says Sejal Shah, 26, who recently attended a make-up class to get her after-work-party look right.

And, to the rescue of women like Mehta and Shah, are professional make-up artists and freelancers like Riddhi Malade. A freelance make-up artist, Malade, 24, runs a three-day make-up



course out of her Sion home. "While abroad, make-up is an integral part of the everyday life of women, here it is yet to become a part of popular cul-

ture," Malade says. Her course includes casual, corporate, party, night and bridal make-up for a fee of Rs4,500.

Some like Sanket Borkar,

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**Mickey Contractor,
make-up artist**

who counts Maureen Wadia and Jamuna Pai as his clients, says that in the last one year, there have been more women wanting to learn the art of

make-up from him. Borkar only takes one-on-one make-up classes and charges about Rs2,500 per sitting. "Every time a woman steps out for a traditional function, an after-work party, or a casual college function, it's not feasible to keep running to the parlour, especially in an age where time is a premium," Borkar says.

Celebrity make-up artist, Mickey Contractor, says, "Most Indian women still use talcum powder, kajal and lipstick and that's make-up for them. But, the attempt to learn to apply make-up correctly is definitely a good thing."

Nahush Pise, another make-up artist who has worked on advertisements and films like *Dhoom2* and *Krish*, conducts a

two-day personalised make-up course in Oshiwara, Andheri.

"I never thought there would be a market for it. But, in the last two years there has been a demand," Pise says.

For Colaba resident Neha Mutha, 23, a chartered accountant, there was no particular reason to take up a make-up session with Borkar, other than to be updated on the most in looks. "You go out for parties and dinners or meet up with friends. So, it is essential to know, for example, the right brand of mascara, lip gloss or eyeliner and the right way of applying them," Mutha says.

All set to tie the knot in December, Mutha is hopeful of using some of her make-up skills for the occasion.