



# Here goes Riddhi Malde -a Mumbai based makeup artist who specializes in bridal makeup for destination weddings

**Vaishali** / June 8, 2015

As a part of our ongoing [makeup artist series](#), meet Mumbai-based Riddhi Malde. Born to be a [makeup artist](#), she has received her training under Cory Walia and London Makeup School.

Riddhi Malde specializes in bridal makeup, especially for destination weddings. Her makeup for TV shows such as Band, Baaja, Bride also says a lot about her working style and experience. Malde's signature look is natural makeup. Let's take a look at how, Mumbai's leading makeup artist manages her professional and personal life!



### 1. What is a day in the life of Riddhi Malde?

The day in my life begins with a lot of positivity. It is busy with personal and professional work. I am a freelance makeup artist so I have my own work to set up, conduct workshops, have my own things to do.



### 2. Have you always been a makeup artist? Did you have another career(s) before doing makeup full time?

Yes! I have always been a makeup artist!

### 3. What is the difference between applying makeup for a TV/film shoot and applying makeup for a bride?

TV shoot makeup is very different than that of a bride. The TV shoot makeup has different looks like fashion, glamour, contemporary, whereas bridal makeup has to be more natural, defined, basically it's to make the bride look like a "*Dulhan*". After all, it's the most special day of her life. It's that sort of a makeup where there is no scope of a touch-up.

4. Tell us a bit about your most memorable experience while working for a celebrity/client?

My most memorable experience was when I did a wedding in Thailand. I had a lovely experience. It was all about dressing up the bride in different looks for various occasions/events spanning across the wedding. Towards the end of it, I felt so comfortable because I could successfully deliver the best of my work.



5. How well do you think you have been able to strike a balance between your work life and personal life?

I have been able to manage my personal and my professional life pretty well. Since I am a freelance makeup artist, therefore, I have the liberty to balance it well and fulfil both the commitments.

6. What do you think about Indian beauty industry and how has it changed over a period of time?

Indian beauty industry has adopted a lot of changes over a period of time and will continue to do so. People are becoming more aware of their skin, how to take care of it, beauty products, high definition makeup, etc.



7. How would you describe your signature look and what is it about your style that sets you apart from other makeup artists?

My natural makeup look, the way my clients look (basically- flawless skin) after I have applied the makeup, that's what sets me apart from other makeup artists. What I do is just simply enhance the beauty that is already there in them!

8. What are some common beauty mistakes that women make?

The most common mistake most women make is choosing their foundation. They usually tend to choose a shade lighter or darker than what it usually is.

9. Who are some people that have inspired you throughout your career?

My sir, Mr. Cory Wallia, my mama – Mrs. Sunita Divecha, and my husband. They have always been an inspiration throughout my career.

10. What advice would you like to give to someone who is aspiring to be a makeup artist? Basically, with the competition getting tougher, how can one still pursue the career despite all the challenges?

My advice to them would be to always keep learning as it never fails. Have a creative mind, create a look that comes in your mind, use a technique that you are comfortable with, because there is no rule to makeup.

**To contact Riddhi Malde, please send an email at [riddhimalde@gmail.com](mailto:riddhimalde@gmail.com). For more details, you can visit her Facebook page and website.**

