



LOOKBOOK
'ACTION!'

Spring/Summer 2018



ILLAMASQUA

MANIFESTO

The idea is that everyone should be able to express themselves, and not shy away from the social norms of society. Everyone should be accepted for who they are, whatever their look.

**We believe in self-expression, and that you should turn yourself inside out. Take pride in everything you are and all that you wish to become.
Feel empowered.**

We love to challenge the normal conventions of beauty. Don't be afraid to be different, to be bold, and to stand out from the crowd. Come to us for whatever you desire and whatever aspire to be.

We are committed to providing professional make-up to let you feel confident and beautiful. We can be for every day, for fashion, music, theatre, television, film, etc. We are for girls and boys, for old and young, for those who like bold and those who like minimal.

Let us expose your alter-ego to the world. Let us help you become your own individual, and reveal your own desires. Don't learn the make-up, let the make-up learn you.

You are beauty.

We are a young brand, but make-up for this in experience, professionalism and quality. We have made a name for ourselves in the film and theatre industry, and it is now time to conquer the fashion industry and take it by storm. Let's raise awareness of ourselves to you, the consumer, and the industry.

'Action' is our campaign to make this dream a reality, through these eight well-known stories. Our aim is to show who we are to the world, to show you that we are for everyone and everything.

We will broadcast our message through a number of channels, in order to capture the attention of the media and the public:

The launch event of 'Action!' will attract online and print press coverage. This will springboard a winning combination of advertising through magazines, social media, and our website, combined with the buzz and attention from the public and press. In addition, our stores will play a key part, with store windows reflecting each story (image, quotes, and products). In-store, there will be advertising through POS (staff uniforms, shopping bags, packaging), as well as incentives such as getting a free canvas bag with a story of your choice, when you purchase two or more products.

Telling a story through make-up is an important part of communicating between the wearer and the observer. You can tell a lot about a person through their make-up, and how they want you to see them. Whether you are wearing full-on stage make-up, or more natural make-up, you are telling others the story of you – your past, your present and your future.

This story telling is a main part of our campaign. These well-known characters sell their story, whether it's on stage or film. They show how each face can have individuality and identity locked within. They communicate a message, a moral, and a lesson.

Now it is time to tell yours...



MONDAY



What is so great about the water hole?



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MAD?

Have I gone

ILLUMINATI



WEDNESDAY

The only person standing in your way is you...



ILLAMASQUA

I don't think that there is
anything worse than being
ordinary.



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ILLAMASQUA

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ILLAMASQUA

FRIDAY

**I feel the need...
the need, for *SPEED***




ILLAMASQUA

SATURDAY MATINEE

So this is how liberty dies, with thunderous applause.



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Why so serious?

SUNDAY

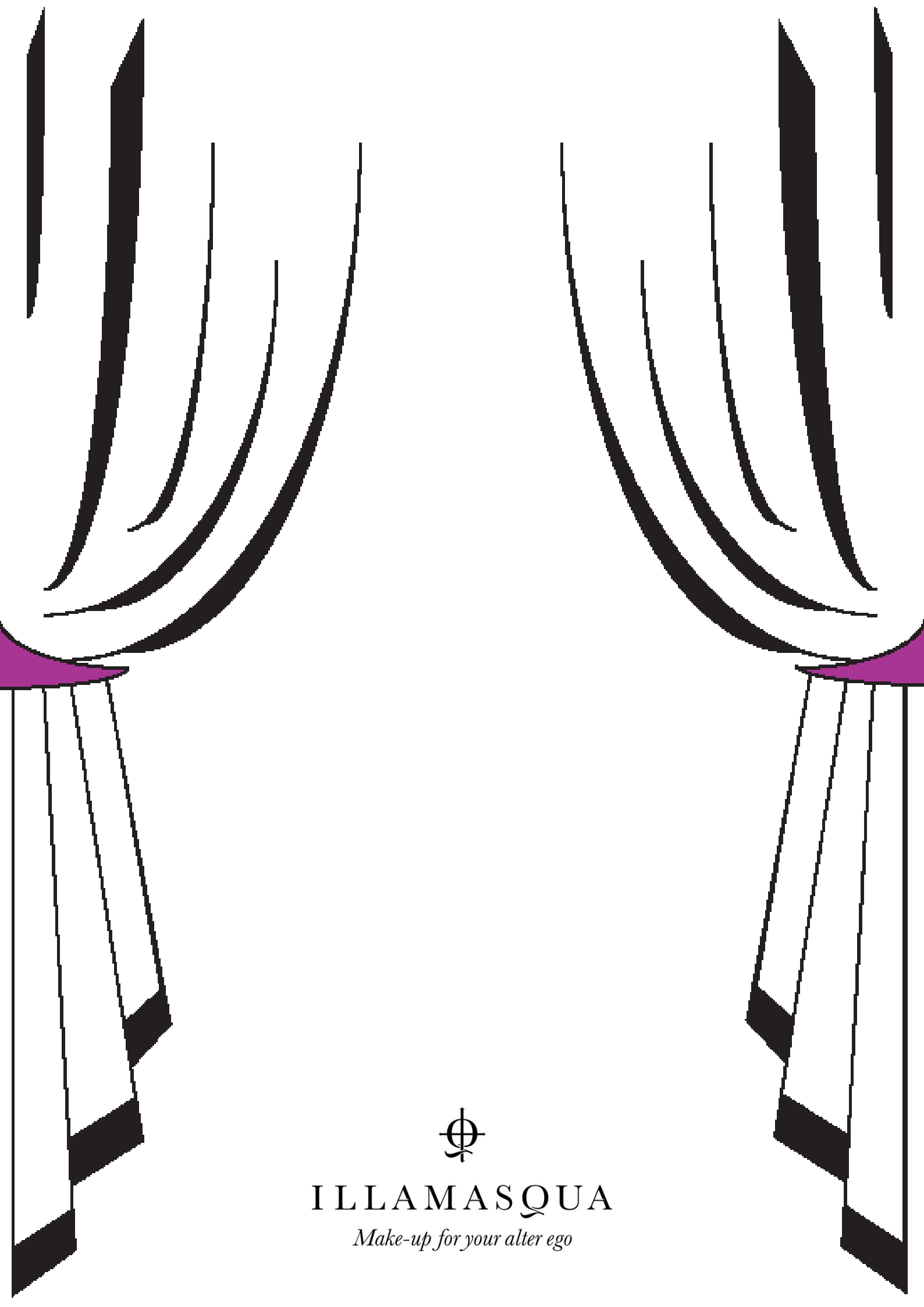
Dear Diary,

Today is FINALLY My day OFF....



I was just
totally
CLUELESS.

ILLAMASQUA



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Make-up for your alter ego