

Kelli Waldock

MAKE-UP ARTIST AND BEAUTY THERAPIST

Bringing Out *Your*
Bridal Beauty

Another FREE e-book

by Kelli Waldock

Hair and Make-up Artist, Beauty Therapist and Owner of Pinkies Salon

kelliwaldock.co.uk

Introduction

Hello,

*Thank you for downloading this book! My name is Kelli, I am a bridal and commercial hair and make-up artist, beauty therapist and salon owner... Many of my clients are brides and so I wanted to share with you some bridal look tips that will help you **bring out your bridal beauty...** on your wedding day!*

If you are a bride-to-be, you are going to want to look your best, and you may have an idea of what hair and make-up you are going to choose, and these choices are often determined by that all-important dress and the overall theme of your big day.

This book focuses on four main themes: Classic, Party, Vintage and Romantic.

I give some tips on these four themes, and include a How-to get the Look on each theme too and a glowing honeymoon look.

If you have downloaded any of my FREE e-books then please do leave a comment on the webpage. Thank you!

Love

Kelli x



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Make-up:

Ensure your make-up is in-keeping with your *romantic* image, so soft tones that match your dress will be ideal. Obviously, this will all be discussed with your make-up artist before the day.

If you do want to add a touch of sparkle, glitter or gems, just remember to keep it subtle.

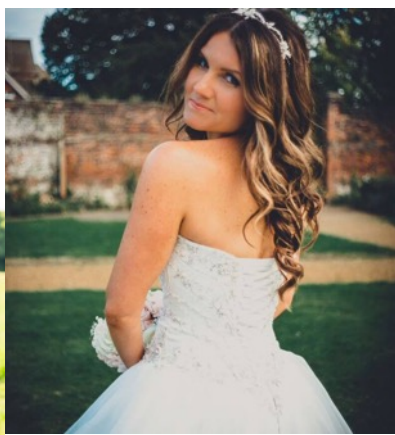
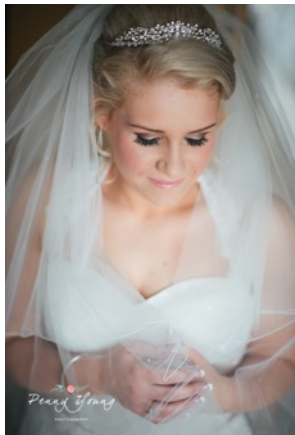
For kissable lips, talk to your make-up artist about a light shade of lipstick, or non-sticky gloss, to ensure you get lots of *romantic* kisses throughout your special day.

Hair:

Curls are perfect for a princess romantic look.

Half-up-half-down is a popular romantic style, because it flows nicely with the overall feel of the day, and also is great with veils and accessories. Discuss styles that suit your dress and face shape with your hairstylist.

If you decide on an up-do then choose curls, waves or twists.



Tips to help you achieve your *romantic* look:

- A veil is very *romantic*; as is a tiara... you might be able to get away with both, just like a real princess.
- Remember that romance is about being dreamy and light, so if you opt for high shoes, make sure you practise your floaty walk in them, before you have to wear them all day.
- Fresh flowers are super *romantic*, so a lovely bouquet will complete your look.
- If you are wearing jewellery then choose dainty and sparkly designs.
- Nails are soft shades, with a touch of sparkle. Think pink and glitter.

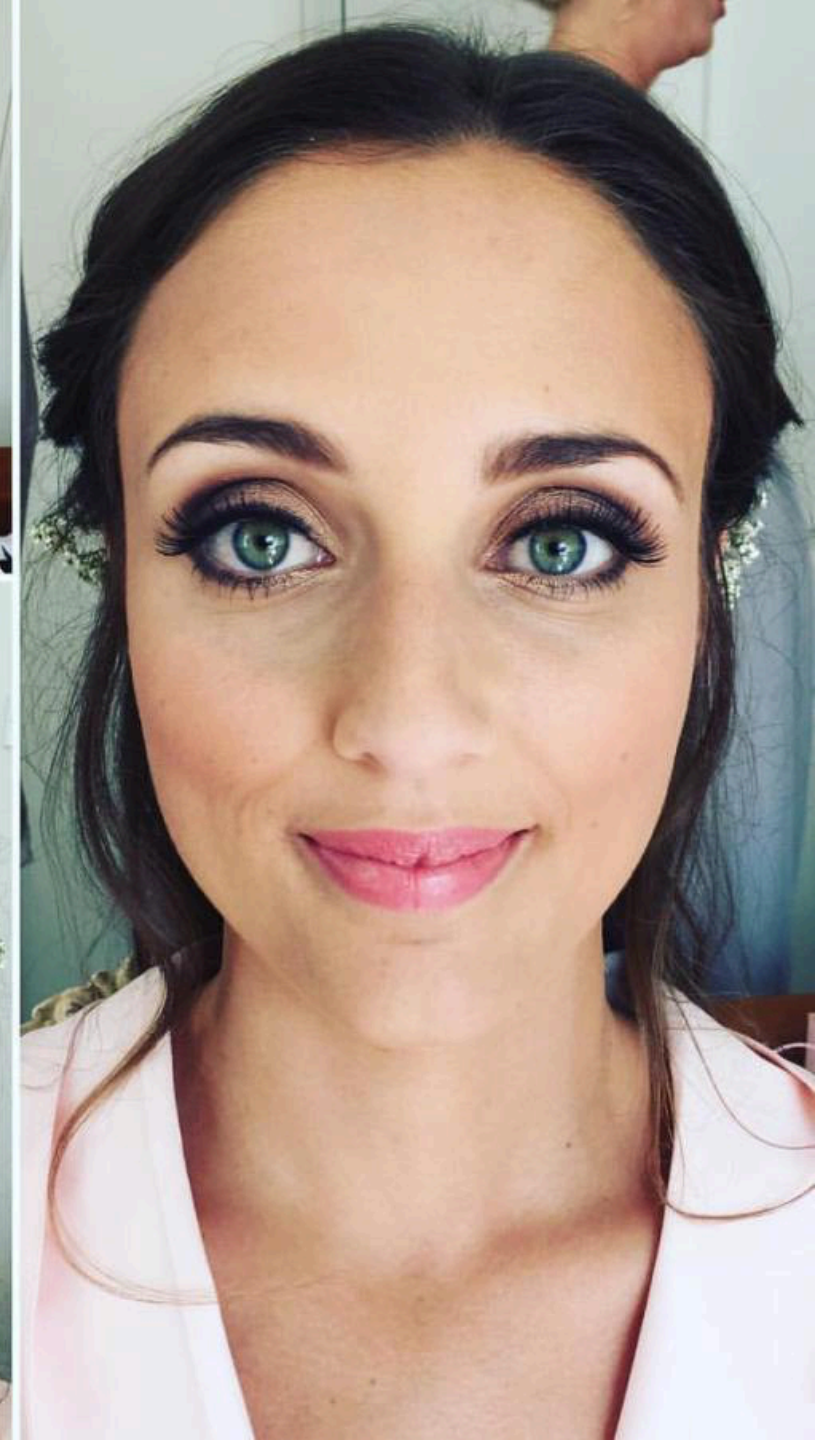


Get the look: *Romantic*

- Apply a good-quality primer that suits your skin.
- Airbrush the skin for an even complexion or apply your favourite foundation, paying close attention to evening skin tone and calming red areas.
- Apply a primer to the eyelid to conceal any redness.
- Add a base cream shadow right to the eyebrow.
- Apply a gold or bronze eye shadow with full coverage into the sockets, and blend it slightly higher towards the brow bone. And bring this shade under the eye by the bridge of the nose.
- Bring in the dark brown or black shadow to the outside of the eye and blend well into the other shadows, being careful not to over power the lid with the darker shade and keeping away from the inner eye.
- Add the shadow under the outer corners of the eye, and define softly with a kohl pencil.
- Add mascara before applying big romantic lashes, and when dry reapply mascara, also adding to lower natural lashes.
- Eyebrows are to be neatly and subtly defined.
- Full foundation coverage also covers the nature glow of a complexion so add a touch of soft contouring and blusher to the cheeks.
- Apply a lip liner and a shiny or glossy shade of rose pink to the lips.

HAIR:

Half-up-half down is a popular choice for romantic brides, as it gives the flowing wave style as well as a place to add romantic hair accessories or fresh flowers, and a veil. Curl the hair and allow the curls to loosen, twist the side sections up and away from the face, leaving a couple of strands forward, fix with pins and add accessories at eye level. This look is all about the romantic gaze and kissable lips... so keep hair away from face.



Ideas to add a touch more *romance* to the whole day:

1. Choose a significant date, for example, the first date you met, or the date of your first kiss.
2. The same goes for the *romantic* venue, more romance is likely to be added if it is in a place that you and your husband-to-be both feel is significant, as opposed to the local town hall or registry office.
3. Add birdcages to your décor, or maybe decorative butterflies.
4. You could opt for the release of white doves, whilst a string quartette plays love tracks.
5. A tiered cake is very *romantic* – so think at least three tiers, or even a lovely chocolate profiterole tower.
6. A horse and carriage would be ideal to take you to your *romantic* venue.
7. No matter what time of year you are getting wed, it is *romantic* to have an outdoor option for the dreamy photographs. So think gardens, or lush green grounds, perhaps a lake... But remember the umbrellas, you can get some stunning heart shape designs.
8. Confetti is a must with a *romantic* wedding.
9. Lots of fresh flowers as centre pieces and as part of the decorations add to the overall romance of the day.
10. The wedding night is so important for romance and future memories, so you can either leave your hair in your chosen style, or you can carefully unpin it, allowing your hair and any extensions to fall into waves in an effortless way over your shoulders. And it's okay to leave your make-up on for just one night – just make sure you cleanse and moisturise your face thoroughly the morning after your big day.



Classic Brides



Make-up:

Classic make-up is subtle, with no extra shine, bronzer, gloss, or sparkle, just really lovely, flawless foundation, natural lipstick, and defined eyes. This is something you can chat with your make-up artist about.

And remember classical looks may vary from culture to culture. For example, Indian classic is different from Western classic, or Afro-Caribbean classic brides; so whilst they may choose traditional themes, this can include stronger make-up and more vibrant colours, and even facial piercings.

Overall, the classic look is about tradition and bringing out individual beauty.

Hair:

Classic hairstyles are smooth and shiny, and often up and away from the face.

If you decide to leave your hair loose, allow it to fall naturally, but ensure it is looking in pristine conditions and any accessories are dainty and demure.

Tips to help you achieve your *classic* look:

- Keep accessories to a minimum; a classic bride takes a leaf from Coco Chanel's book and does not over accessorise *"Before you leave the house, look in the mirror and take at least one thing off."*
- Remember your something old, something new, something borrowed and something blue... and these don't have to be on show... a garter with a blue ribbon is a nice idea, and a welcome surprise for the groom too.
- A queen always looks pristine, so ensure you have a lipstick, a mirror and a powder brush at the ready – one of your bridesmaids can carry it for you as classic brides use one hand for their bouquet and the other for a royal wave.
- A plain and practical court shoe will suit a classic bride.
- Nails are nude polishes, or even just shaped and buffed. A French manicure is a great classic choice.



Get the look: *Classic*

- Apply a good quality primer suited to your skin. Airbase primer is great followed by the Airbase airbrushing foundation. Build up to desired coverage; this is full coverage.
- Prime the eyelids again after foundation application to ensure that the shadows stay on for the entire day.
- Apply nude matt eyeshadow. This opens the eyes more and gives a clean, classic touch.
- Use black liner to create a feline flick; this flick needs to be quite thin and don't take it too high, but imagine an invisible line joining the tip of the flick to the tip of the eyebrows. If the flick is too big, this look will not be classical, but too retro or edgy. Bring the liner cleanly under the eye too.
- Add mascara on top and bottom lashes.
- Conceal any under eye circles, so this look is fresh and classic.
- Add volume false lashes, so less length and more thickness for this look, this enhances the liner of the flick.
- Define eyebrows with powder to create soft definition.
- This look has pink blusher subtly applied to the apples of the cheeks. It is a soft look overall. To apply to the apples of the cheeks, smile then blush on the raised cheeks and blend slightly up towards the cheekbones.
- Add a soft pink matt colour to the lips to complete.

HAIR:

Create a clean, but soft up-do for this look. Brides can opt for a classic bridal take on a top knot, using a doughnut ring to keep the hair in place, or brides can opt for a side bun, which is very elegant and demure. Straighten thick or wavy hair before putting up, and pinning into place, and fixing the look with spray. Classic bridal hair is simple, sleek and sophisticated.



Ideas to add a touch more *class* to the whole day:

1. *Classic* weddings are very traditional, so assign friends and family members to their roles, for example your maid-of-honour can organise the hen do.
2. Ensure you have gifts or favours for the people that have played a role in making your perfect day run smoothly.
3. Get the videographer rolling for your kids, and future grandchildren to see just how regal your classic wedding was.
4. Choose a venue that has some history, perhaps the church your parents wed in, or a manor house that once was owned by your great great aunt... well, you get the picture!
5. Opt for a band with a jazz or soul singer, before later having a DJ.
6. A set meal rather than a buffet is more sophisticated for your *classic* wedding.
7. Throw the bouquet – but only to the all the single ladies.
8. A fun tradition is the first dance, so have a song picked and maybe even take a few dance classes to get some practise in before the big day.
9. Remember those thank you notes sharing gratitude for gifts.
10. And lastly, ensure you get photographs printed and put an album together, a classic bride doesn't opt for digital photo frames.

Party Brides



Make-up:

Ensure your make-up is more glamorous than natural. Party brides are not afraid to take that colour, shine or glitz to the next level. Talk with your make-up artist to ensure you get the right balance and don't look overdone or fancy dress.

Go for lashes and blended metallic powers or shadows and choose a bold lipstick that has staying power.

Hair:

The party bride can go either way with the hairstyle... you may opt for a disco and slighty-retro vibe with big barrel curls or a natural afro.

A modern take on the quiff paired with a neat ponytail rocks a party bridal look too.

If you opt for an up-do choose something that will fall really nicely if you choose to unpin it for the evening celebrations.

Tips to help you achieve your *party* look:

- Party brides will not likely wear a veil or a shawl or coat –as these just get in the way of enjoying the wedding; choose a dress that allows for movement; short, stretchy or loose fabrics look great, and high splits on long gowns give room for a sassy walk and cool dance moves.
- Keep hair accessories subtle, and focus on the statement jewellery piece.
- Party brides are inspired by red carpet glamour, and celebrity style, so opt for high shoes. Don't worry about the sore feet – as a party bride you are likely to be used to dancing the night away and you probably have a foot massage booked on your honeymoon.
- Structured bouquets work with a party bride, but most party brides opt for a showstopping sparkly purse with a loop handle.
- Nails are an extra opportunity to add glitz and glamour to the whole day and evening; choose metallic or glitter.



Get the look: Party

- Apply a good quality primer suited to your skin. Airbase primer is great followed by the Airbase airbrushing foundation. Build up to desired coverage; this is full coverage.
- Prime the eyelids again after foundation application to ensure that the shadows stay on for the entire day. Urban Decay Primer Potion is fab.
- Build up the black eyeshadow gradually to create a smoky effect; use the socket to guide you and apply so that when the eyes are open the shadow remains on the lid, curving up towards the brow bone, but not on it.
- Intensify the look by applying the shadow underneath the eye, and then use a blending brush to create a smoky effect.
- Add black kohl liner on the waterline and apply mascara.
- With such strong smoky eyes, the eyebrows need to be defined with gel, wax, shadow or pencil. Keep them soft in shape and not too angular.
- Add long lashes that feather and vary in length and almost reach the eyebrows when the eyes are open, then add more mascara to the top and bottom lashes.
- Contour the cheekbones, and add a little highlighter on the cheekbone. This is quite subtle just so it can be caught on camera in the light.
- When the eyes are set and dry, if you want an extra party vibe add glitter gel over the black. Silver works great with black, or you can add a layer of glittery smoky shadow.
- Apply lip liner followed by your favourite showstopping lip colour.
- Use a good fixing spray with this look to keep everything party perfect for the entire celebrations.

HAIR:

Either leave your hair completely loose; adding some volume with dry shampoo and back-brushing underneath the crown section of the hair, and adding shine with serum, then fixing the hair with spray. Or to show off your neck and dress detail, choose a subtle quiff, by brushing the front section of hair up and back, and pinning in place, and creating a semi-messy, modern bun at the back of the head. Some brides may choose the up-do for the ceremony and the loose hair for the reception.



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Ideas to add a touch more *party* to the whole day:

1. Choose a date when you are both available, one that is not a busy time for your or your hubby-to-be's work commitments.
2. Plan an ultra-modern joint hen and stag weekend somewhere sunny with plenty of opportunities for a party.
3. Send out save a date invites and ask for their RSVP along with the guest's favourite tune, so that everyone enjoys the party.
4. Opt for a DJ with all the lights and gadgets, even a cheesy chance for karaoke.
5. Ensure there is an amazing dance floor at the venue.
6. No party is complete without balloons – so go for balloon centre pieces that are modern and stylish, instead of twee flower settings.
7. Have staff offer guests champagne and canapes on arrival in true red carpet style.
8. Opt for a buffet over a sit down meal.
9. Hire a photo booth to ensure you get those fun moments captured, and consider a videographer who will transform your wedding day into an edited music video.
10. Send out thank you USB sticks with photos and the party soundtrack or set up a social media page with your party details on so guests can share comments and photos.



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Vintage Brides



Make-up:

Vintage style could be a number of eras; the most popular are the twenties through to the eighties. The nineties isn't really classed as retro yet, and just tends to look a little dated. And before the twenties becomes very theme based.

Ensure you speak to your make-up artist and create a mood board with the looks you like based on popular make-up trends from that era.

The key with the make-up is to not over do the imitation otherwise it can look too much; instead be inspired and add a modern touch too, but still be authentic to your chosen era.

Hair:

Again, the hairstyle has to be authentic, and match the same era as the make-up. With all this in mind, both hair and make-up need to suit you too!

It is important to have a trial with your hairstylist so you are both sure of how the style will look on the day, vintage styles such as the S-wave, beehives, and barrel curls tend to take longer to achieve, especially if you your hairdresser uses traditional techniques to get the look perfect.

Tips to help you achieve your *vintage* look:

- Match nails with lips, particularly red, purple and pink shades.
- Pick a star or famous person from the era of your choice and make a mood-board so you can be truly inspired.
- Be authentic and consistent by sticking to a specific era, for example don't mix a swinging sixties dress with vibrant eighties make-up.
- Choose an era that you really connect to the style of and wear a dress that is in-keeping with this, for example seventies are long and floaty, with sleeves and either a high neckline or plunging V-neck.
- It is a must that you match the style of your shoes to your chosen era – so do your fashion research. And that goes for all accessories.



Get the look: *Vintage*

- Ensure the skin is hydrated from the inside and out, so preferably make it a part of your routine to drink plenty of water, and then use a light moisturiser to soften any dry patches.
- Apply a good-quality primer as a base for a flawless foundation.
- Airbrush the skin for an even complexion.
- Apply a primer to the eyelid to conceal blemishes, veins, and any redness; this is the perfect base for the eyeshadow.
- Apply a neutral/beige eyeshadow all over the lid.
- Apply black gel eyeliner with a fine angled tip brush. Be patient, as a steady hand is important at this stage. Start with just a thin line at the inner corner of the eye, and gradually make the line thicker to the outer corner of the eye.
- Create a diagonal line from the outer corner of the eye about half way up towards the end of the eyebrow, then make the diagonal line thicker, creating a point for that iconic flick.
- Curl the lashes with a lash curler, before applying mascara to the top and bottom lashes.
- Apply false lashes to create definition to the eyes, and for added wow factor.
- Use a brow pencil and follow the natural line of the brow to create definition. Choose a colour one-shade darker than your natural eyebrow colour.
- Dab a coral-pink blusher to the apple of the cheeks to create a fresh look. You can find the natural apple by smiling and applying to the raised cheek area, and then blend towards the upper cheekbone.
- If lips are dry, apply a lip balm, then apply a red lip-liner, and then red lipstick to finalise this vintage look.

HAIR:

This style is ideal for a vintage look that has a modern twist. It combines a structured wave with a quiff. Create tight curls and then brush them out using shine spray for that ultra glam finish. Back brush beneath the front section of hair to create the height of the quiff, and for staying power use dry shampoo and spray.



Ideas to add a touch more *vintage* to the whole day:

1. Choose a date that holds significance of that specific era.
2. Opt for a venue that suits too – so a grand manor house perhaps if you are going for an elegant forties feels, or a marquee for a funky seventies festival vibe.
3. Carry your vintage vibe throughout your theme, but ensure you don't make the whole event look like a fancy dress party. Sometimes less is more.
4. Go further than just choosing a sound track that is vintage, book a tribute band or a session singer that is amazing at covering tracks.
5. Choose food that suits the era too, such as a take on the retro prawn cocktail for starter.
6. Walk down the aisle to a track from the decade of your choice, and choose another relevant tune for your first dance.
7. If you are a vintage bride then you will love nostalgia; do a photo board for the bride and groom of images from when you were younger all the way until you both met.
8. When you put together your photo album choose sepia effect.
9. Choose relevant decorations perhaps bunting, or paper chains, or disco balls.
10. Ensure your groom is happy with the theme choice and encourage him to follow too, so maybe flairs, or a waistcoat, or a top hat, or whatever attire suits the era.

Get a Glowing Honeymoon Look...

- Apply a good quality primer suited to your skin. Followed by your favourite foundation; only apply a light to medium coverage.
- Add primer to eyes and then build up black shadow to create a sexy smoky effect.
- Apply the shadow underneath the eye, and blend.
- Add black kohl liner on the waterline and mascara to top and bottom lashes.
- Add long and flirty false lashes.
- Define eyebrows to natural shape.
- Add a touch of bronzer along the cheeks, and add a little highlighting on the cheekbone.
- Add sexy pale pink or nude lip colour to balance the look.



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Bringing Out the Beauty in Every Bride

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