

# MAKE-UP OF HONOR

**KATA BARON ELEVATES BRIDAL MAKE-UP WITH UNEXPECTED ELEMENTS.**

For Kata Baron, becoming a bridal make-up artist made perfect sense. She loved the idea of meeting new people and being part of such a special occasion. So, when the photographers she collaborated with on editorials invited her to work on wedding shoots, well, “It just kind of took.”

Explaining further, Baron says she feels honored when a bride chooses her to make them dazzle on their wedding day. “It seems like a lot of pressure,” Baron says, “but once I’ve connected with my client and get on the same page it’s like doing your friend’s make-up. I have been told that I have a very calming energy; I think that helps in a high-stress situation.”

Baron’s interest in make-up began at a young age with her grandmother, who would apply lipstick every night before dinner. “Even in her 80s she would always do it because it made her feel special. I think seeing that really resonated with me, and showed me how the power of make-up can spark emotion.”

With a family full of artists, Baron was inspired in many ways. “As a teenager I followed in my parents’ creative footsteps and started oil painting and clay sculpting. It helped a lot when I got into make-up artistry because it gave me the background in color theory, blending and being familiar with the structure of the face.”

Baron was further inspired when she met make-up artist Amy Chance after making one of the “best decisions of [her] life,” which was moving from her hometown of Albuquerque, N.M. to Burbank, Calif. to attend Make-up Designory

in 2008. Upon meeting Chance, Baron became “fascinated by her work.” During a presentation Chance was giving, Baron couldn’t ask enough questions. “She was the type of artist I aspired to be,” says Baron.

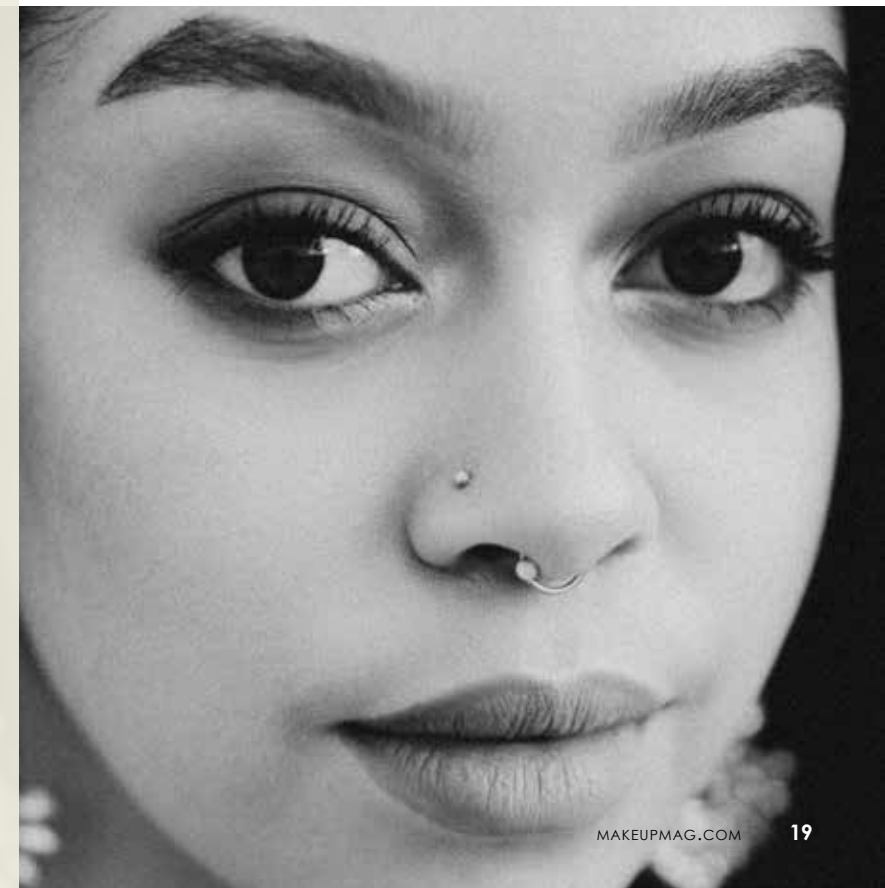
An opportunity to work with Chance slipped through her fingers while at MUD but Baron was given another opportunity 10 years later when the pair ended up working side-by-side on cycle 24 of *America’s Next Top Model*. “It felt really cool to work with someone who impacted me so greatly when I was starting out,” says Baron. “It was a full circle moment for me!”

Baron continues to look-to and be inspired by many make-up artists, but says when creating a look, she is—first and foremost—inspired by the individual. “I start by assessing someone’s skin before anything else. I’ll base the rest of the look off the undertones, textures and shapes of the face. I like to work with the natural beauty to enhance it, not change it.”

Baron has perfected her own visual representation of ethereal and does so in a way that naturally elevates a bride’s version of themselves, all while adding a touch of edge or an unexpected detail.

“I love to think outside the box creatively—to bring a freshness to the make-up I do,” explains Baron, “but when you are working with brides, even if they are up for being experimental, I always have to remember that whatever make-up I do needs to look timeless and good in 30 years. I try to implement new ideas without being too trendy.”

All photos courtesy of Kata Baron



# SPOTLIGHT

Annika Darling



An example of the gold foil temporary tattoo



One of her favorite looks that represents this nicely is when she used gold-foiled temporary tattoos on a bride and her bridesmaids. “I think adding the gold gave it a magical touch. Bridal make-up can be repetitive and this was the perfect balance of something contemporary yet subtle.”

There have been a number of pivotal moments in Baron’s pursuit of a successful career in make-up artistry. At 24 years old, Baron found the confidence to leave her secure job at Sephora and strike out on her own as a full-time freelance make-up artist. “It was probably the scariest but most rewarding thing I’ve ever done,” Baron recalls. “It took me a few years to gain the confidence to even say I was a make-up artist proudly. I knew I didn’t want to sell make-up for the rest of my life, and I needed to make some major moves to get my career going. The more I invested in myself as a freelancing artist the more confidence I gained and that gave me the courage to step out on my own.”



In 2013, Baron’s career received another big boost when she met G-Eazy on a shoot for his album cover of *These Things Happen*. Baron says that working with the American rapper has propelled her career and opened the doors for the make-up artist to work with new clients such as PartyNextDoor, Wale, Charlie Puth and French Montana. She has also worked on TV shows with G-Eazy, such as the MTV Movie Awards, *Rediculousness* and *The Voice*.

Baron may be a successful freelance make-up artist today but getting to this point took nothing less than perseverance and a “full-time hustle” on her part. One of the greatest setbacks Baron experienced was when her kit was stolen minutes before one of her clients was scheduled to arrive, and she had to scramble around her apartment in a panic, gathering what products she had left. “I had spent years building and investing in my kit and to have it be taken left me almost paralyzed. It was heartbreaking but the experience taught me a lot and reminded me what make-up artistry is really all about. I had to work with less product and be more resourceful. It was a challenge that shockingly gave me a lot of inspiration.”

Baron says that day she was “reminded how little [she] actually needs.” She recalls, “I had gotten so caught up in having my kit define me, and if I didn’t have the best new product then I wasn’t the best artist. That day I proved myself wrong. I had an amazing shoot with random make-up I grabbed in less than five minutes, and I realized my success isn’t because of the products I own, it’s because of the artist I am.”

Baron has come to believe that less is always more. For her, being a make-up artist means compromise and a strong work-ethic—and sometimes missing out on life’s big moments. Because there isn’t always steady work this career requires her endurance and flexibility. Despite all this, the pursuit will always be worth it to Baron to make her “dream job a reality.”

“Being a freelancer is not an easy thing but I’m still standing! I attribute my success thus far to having heart and hustle and not giving up when things aren’t so glamorous. I really love what I do, and I think that comes through in my work.” **MA**