

# Mel Kinsman

## WHAT MY BRIDAL SERVICE PROVIDES

### WHAT TO EXPECT AT THE TRIAL

My bridal make-up service is tailor made for each person. I like to talk through clients' requirements, either by phone ahead of the trial (if she is particularly concerned about anything) or at the trial itself. I take into consideration, a client's existing relationship with makeup, whether she is a novice and wears little or none, a makeup junkie and just loves to try exciting new products, whether she is particular about how she likes to wear it and has a preference in styling elements in her own exacting way, or whether she loves the stuff but just has never had the confidence to push limits or just doesn't have the time to apply a stronger eye makeup or needs a professional to produce a flawless finish. All elements of the look and feel of her wedding will be taken into consideration, from the time of year, time of ceremony (this gives me an idea of daylight or romantic candlelight which will come into play), how long she will have to wear it for, we discuss colours of flowers and bridesmaids dresses (I even take a look at her invitations if possible as all these things define her desired 'feel' of the wedding). Some like it simple and urban, others a country style romantic affair. Some just like something Big and Sparkly! I suggest bringing mood boards or picture references where possible.

### TRIAL TIMES

I am very flexible with trial appointments, realising that it is not always possible to get time off of work. I prefer weekdays as I am usually doing weddings at weekends, however, they are not out of the question. I try to allocate one or two Sundays a month to fit a couple of clients in (one in the morning the other in the afternoon) or occasionally, if I have an exceptionally small wedding booked on a Saturday, I can often fit a trial in upon my return. If hairstyling is required and if a client chooses to use Eric my colleague, then trials can conveniently be organised together at either mine or his studio in London, W11 as we live less than a mile apart. Trials usually last about 1 ½ hours for make-up or about 3 hours for both.

### WHAT HAPPENS IF IT'S NOT QUITE RIGHT?

My aim is to understand all of my clients. However, there are always going to be the occasional ones that remain undecided or somehow unsure of the results. Sometimes this is down to lack of communication (I still get some that turn up without any idea of what they want and bring no references for me to look at). This, itself, is not always a problem, some ladies just say 'do what you want, I'm easy' and they love it. Others are just not too confident and it is difficult to 'get' someone that you do not know personally. If you have the trial, know that you like my work and me as an artist, but we haven't quite got there, then I am happy to arrange another appointment,

## **WHAT HAPPENS NEXT?**

After everything has been agreed upon, I record all products used to achieve your look for my personal reference and if you are happy to confirm the booking, then full payment is taken for you, the Bride (see Payment Terms). All make-up is supplied by myself, and the only item that needs touching up will be the lip colour. This can be purchased by myself (to take advantage of some brand pro discounts) and brought on the day and must be reimbursed for either at the trial or on the day. Some clients prefer to use their own favourite lip colour OR choose to buy with their loyalty cards at their favourite counter or at Duty Free if they are travelling ahead of their wedding (in this case, it is their responsibility to bring it on the day!)

Timings and logistics are briefly discussed at the trial but will be gone over again nearer the Big Day as I do understand that things can change. Each client is different. Some will have a long time between trial and Wedding Day, so numbers requiring my services will need to be confirmed in good time so that I can allocate working hours for my diary and any major changes may incur a charge. However, for last minute bookings, I tend to be a little more flexible. Good communication between myself and my clients is vital to an efficient service.

## **THE BIG DAY ITSELF**

I or we will arrive in good time ready to set up. I also allow a decent amount of time before departure for the ceremony. Some venues do not allow admission until a certain time, but all of these things will have been discussed prior to the wedding, to ensure the least amount of stress on your day. I will also have discussed a schedule to ensure that the Bride is done in good time and not rushed. Any final outstanding payments can be settled either ahead of the Wedding Day or discreetly before departure.