

ROCKY MOUNTAIN

BRIDE

MAKEUP GUIDE



Meet Trena

Award-winning, Pro Makeup Artist, Trena Olfert has 15+ years in the wedding and beauty industry from YYC to YVR to the Canadian Rockies. Trena started her career with skin therapy and happily transitioned into a Professional Makeup Artist within a couple short years, running a successful company with a collective team that provides makeup services for weddings, elopements, fashion, commercial and corporate. For the past 8 years, Trena has been coaching others with her Professional Makeup Artist & Business Program and is currently transitioning this to an online model to continue to coach and mentor aspiring artists to build their successful portfolios, brands and entrepreneurship.

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Trena's Tips+ Tricks

When considering a profressional makeup artist for your big day, it's important to pick someone who has years of experience with all skin types, skin concerns and everything in between. You want to ensure your makeup artist also understands different types of weather and any other surprises that may happen on your wedding day. Choose someone who will make you look and feel flawless while still acheiving your dream look whether you're opting for a more natural look or something a bit bolder like Hollywood glam!





TIP #1

We usually suggest a wedding makeup trial appointment closer to the wedding date when the other details have come together. At the trial, you're looking to achieve almost the exact look for your wedding day. Are we dealing with exhausted skin? A random breakout or excessive oiliness? These are things we can assess at trial and how to properly amend on wedding day. I am always a fan of trying new things and making a decision together. After your trial, wear your makeup out, take selfies and decide if this is the look you want for your big day. Anything we need to tweak can be changed on the day of your wedding.



TIP #2

Healthy skin is something to aim for, however, you don't need to obsess about attaining it before your wedding day. This is not the time to be trying new treatments; those should happen at least 6 months out.

Not sure where to start? Try including hydrating, oxygenating and supportive facials to further build collagen, increase hydration and plump up skin before your your big day. The right combination of the above can help create a smooth canvas instead of severely dehydrated and flaky skin. Your makeup artist should be able to assess and troubleshoot any skin situation. If your makeup artist does not offer these services, ask for local esthetician recommendations to achieve these goals.



TIP #3

Understanding product ingredients and what they can do not only for your skin but longevity of your look is a must. We work with our own makeup line and trust other products from certain suppliers. We explain ingredients to our clients if they have sensitive skin, allergies or dry eyes. You want to find a makeup artist that knows and understands ingredients to avoid putting you in an uncomfortable situation. We prefer ingredients that have zero fragrance, less junk and preferably no parabens.

If you have skin sensitivities, be sure to let your makeup artist know!







Inspiration by Trena

Choosing your makeup look can be intimidating and we feel your wedding day look should resemble you with a little bit of glam. If you don't usually wear tons of makeup, that's okay! Be upfront and honest with your makeup artist about what you want. If you're after a more natural look, understand you still need makeup for photos, but the makeup can be simply for enhancing your natural features while boosting complexion. Maybe you want to add more fun to your look, like a smokier or sultry finish. We want to make sure nothing over powers your skin type, face and eye shapes.

We are showcasing three of our favorite wedding day looks to provide you with some inspiration to create your very own signature look for your big day!









APPLICATION ON RHEA

After assessing Rhea's darker hair tone and olive skin, we found that she looks beautiful in dusty tones of golds and champagnes. We chose pink tones for her face, but exercised caution as anything too red can mimic acne and inflammation on the face. We completed a soft sultry eye with stronger matte tones on Rhea. We used a matte powder blush and matte contour highlighter to avoid any of her oily areas to look extra shiny and "sweaty." Her lips are dusted over with pink gloss and lipstick combined to create a stain finish, and her brows are softly filled to fill in gaps.

Rhea's Final Look









APPLICATION ON MIMI

Mimi has curly hair and fair skin. I gathered as she is young and wears glasses, her eyes may be prone to extra sensitivity. We went with the No Makeup Look and chose muted, matte tones to create a blushing cheek using a matte blush worked into the contour. Mimi has fabulous brows to play with, so we filled them in with a couple shades of matte brown shadow to fill them out more and have them compliment her hair tone and glasses. We applied a beautiful taupe lipstick to finish this neutral no makeup look.

Mimi's Final Look











APPLICATION ON BREE

After assessing Bree's flawless yet very fair skin, we chose soft tones of champagne, peach and sand to give her eyes a pop of colour. We knew we wanted to finish this look off with a deeper lip tone of berries to awaken her fair skin. We completed the brows with a soft brown to give them shape and match closely to her hair root tone. Her cheeks were complimented with an extra rouge matte blush to pull together the bolder lip tone.

Bree's Final Look









Trena Laine

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