



From Trial To Aisle

Your wedding is one of the most documented occasions of your life, so it's only natural that you aspire to look your best. **Jacinta Walsh** speaks with Tara Clark, owner of Black Lash Makeup Design, to discuss the advantages of undertaking hair and makeup trials prior to your wedding day.

From the day you get engaged, family, friends, and even strangers are quick to offer you and your partner advice on how to plan your wedding day. While you should and probably will drown most of it out, there's one piece of advice that shouldn't be overlooked – take advantage of both a hair and makeup trial in the lead up to the wedding.

Investing in a hair and makeup trial will allow your stylist to refine their technique and discover what best suits your features, skin and hair type. It's also important to have this reconnaissance to determine how long your makeup will last throughout the day and if it will require any touch-ups. Avoid disappointment on your wedding day by following these tips to ensure you're prepared at every step along the way.

The Perfect Foundation

There are several things you can do before your hair or makeup trial that will make it easier for your stylist to give you appropriate advice. The first is to have locked in the dress you will be wearing, as well as the venue you will be attending. Your dress should inform the hair and makeup style you choose so that everything looks cohesive, while a venue will give you an idea of the elements your hair and makeup will have to withstand throughout the day, particularly if it's at an outdoor location.

The next step is to begin your research. "A bride should always research the style of makeup she wants for her big day," Clark says. "Think about the theme of your wedding. Will it be modern, boho or vintage?" Find what appeals to you in a general sense before looking more specifically at stylists in your area who will be able to achieve this look. In terms of hairstyling, it's also a good idea to look for styles in the same shade as your own hair, as blonde strands tend to have a different texture to brunette or black hair.

Social media is a great tool to use when searching for a hair or makeup artist, and choosing to book a trial with them is the next step in confirming whether they will be the right fit for you. "Browse their website or Instagram before messaging any makeup artists to send you their portfolio," Clark says.

It's also a good idea to be aware of the costs involved with trials, which will differ between stylists. "I charge \$120 for a makeup trial for a wedding," says Clark. "This includes the consultation, makeup application and lashes." Some artists may also include a travel fee if the appointment takes place in your own home rather than a salon. "I encourage brides to consider their budget for makeup and hair, as costs can add up when it comes to travel and early-morning surcharges," says Clark, who also suggests looking into group discounts.

Trial And Error

When you arrive at your appointment, the makeup artist will consult with you and any inspiration photos that you have collected to determine how they will achieve your desired look. Everyone's skin and hair are naturally different, so don't be discouraged if your look doesn't turn out the same as your inspiration photo. Besides, you wouldn't want to look like anyone other than yourself on your wedding day anyway!

For best results, arrive at your appointments with clean hair and a makeup-free face. Your attire will also influence the way your hair and makeup appears during the trial. "It can be a good idea to wear a top that [has a] similar [neckline] to the dress you are going to wear on your wedding day," Clark says. During your hair trial, don't forget to bring along any hair accessories you wish to incorporate into the look, such as a veil, hairpiece or tiara.

As soon as your stylist gets to work, pop the timer on to get an estimate of how long it will take on your wedding day. "I spend up to two hours with my brides during their trial to ensure that we've discussed all the key elements of the day, as well as multiple looks," Clark says. The appointments are lengthy to ensure that all of your questions are answered by the time you leave so that you walk away feeling confident in your bridal look.

To Be Or Knot To Be

The real work begins as your appointment ends. Take notes to remind yourself and your stylist of things that need improvement, such as places where your hair fell out or if your skin became oily in certain areas. The stylist will then be able to make amendments for the big day. "I like to give brides a few days to consider what they liked and didn't like about their makeup before contacting them," Clark says. "The biggest mistake most brides make is not being honest about whether or not they were happy with the trial look. Your makeup artist will likely be able to rectify the look to your liking, which will save you time and money in the long run."

Some stylists will also offer you a beauty regime to follow in the lead up to your wedding. "It's important to talk to a qualified beauty therapist and explain your wedding timeline before undergoing anything new," Clark says. "Planning a wedding is stressful enough without traumatising your skin with treatments you wouldn't usually do!"

Stay true to your style and choose a stylist who will be able to achieve a look that you love. In the lead up to your wedding, look after your skin, repair your hair, and – of course – take care of your wellbeing. A happy bride is a beautiful bride, and that's what will really show on your wedding day!