

FRAGRANCE AND PERSONAL CARE

LVMH's Make Up For Ever showcases student art in Paris

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The maison's "Dreamland," held until May 29, 2023, explores the link between dreams and reality through body painting. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty brand Make Up For Ever is hosting an open-air photography exhibition featuring the work of its cosmetic students.

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The maison is holding this year's annual showcase, entitled "Dreamland," of those studying in Paris and Shanghai at branches of its educational institution, Make Up For Ever Academy. Held at the "Jardin d'Acclimatation" amusement park in the host city until May 29, 2023, the event positions cosmetic work as a form of art through photographic depictions of full-body makeup.

"Body art helped me to express myself, like a painter on a canvas, but on the skin," said Dany Sanz, founder of **Make Up For Ever**, in a statement.

Every body

The full open-air exhibit takes visitors through 30 large-format photos and videos of facial and bodily makeup, created by the maison's students.

The individuality and personality of the creators are celebrated something Make Up For Ever is known for supporting ([see story](#)) immersing viewers in a diverse cast of colors, postures and perspectives. Throughout the distinct styles, surrealism is a common link between each piece.

INTRODUCING DREAMLAND

Our new exhibition draws its inspiration from the connection between dreams and reality, through creations brought to life by our [#MAKEUPFOREVERACADEMY](#) students.

Available on <https://t.co/QvEe7wIYaS> and [@JardindAcclim](#) from April 22nd to May 29th.
pic.twitter.com/wTfjNCJh1H

MAKE UP FOR EVER (@Makeupforever) [April 25, 2023](#)

The student's works all fall under four themes, "Monochrome Sleep," "Graphic Faces," "Night Travel" and "Between World."

The first theme takes on a black-and-white aesthetic, while Graphic Faces explores daydreams through facial makeup.

Viewers can view full-body imagery in Night Travel's themed works, and Between World is centered on connection, namely, that of dreams and waking life.

According to the maison, the displays are to be viewed as "artworks in motion," as visitors will be guided through transformative narratives, whether they be that of bewitching realities or ethereal dreamscapes; painters' worlds or makeup artists' craft.

The 2022 exhibition, "Nature Reconnection," celebrated the academy's 20-year anniversary and drew over 150,000 visitors. That year, nature was at its center.

LVMH recently named Stéphane Rinderknech CEO and chairman of LVMH Beauty, leading to major executive shakeups across Christian Dior, Guerlain and Make Up For Ever ([see story](#)).

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