

MIST Creative Makeup Competition 2025

Theme: Future Faces- The Evolution of Beauty

Hosted by: Makeup Institute Stockholm and Mist Stockholm with the support of IUM

Date: 27th April 2025

Location: Makeup Institute Stockholm, Sergelgatan 11, 11157 Stockholm

Time: 9:00 – 15:00

The Future of Beauty is in Your Hands!

Imagine a world where beauty is limitless—where technology, fantasy, and artistry collide to create something never seen before. Are you ready to take makeup to the next dimension?

Join us at Make Up Institute Stockholm for this year's MIST Creative Makeup Competition, where bold ideas, futuristic visions, and unstoppable creativity take center stage. Whether you're competing to make your mark or cheering on the next wave of beauty pioneers, this is more than just a competition—it's a movement. And you don't want to miss it.

Competition Theme: Future Faces – The Evolution of Beauty

This is your chance to redefine beauty as we know it. Futuristic, cybernetic, avant-garde, surreal—where will you take it?

We're not here to limit your creativity. Whether you explore metallics, neon, holographic textures, graphic shapes, or something completely unexpected, we want to see how you interpret the future of beauty. Break the rules, push the limits, and surprise us.

This competition is your playground—will you create the sleek elegance of AI perfection, an organic alien life form, or a digital dreamscape no one has ever imagined?

The future is unwritten. You are the artist—show us what's next.

Invite Friends and Family!

This competition is not just about makeup—it's a celebration of creativity and vision! Invite your friends, family, and supporters to witness the transformation of beauty into the future. They'll also get to vote for their favorite look in the Audience Choice Award, giving them the power to help crown one of the winners!

Competition Guidelines:

- ◆ **Makeup Focus:** At least 60% of the look must be makeup. The remaining 40% is up to you—special effects, prosthetics, aqua color, futuristic materials—anything that brings your vision to life!

- ◆ **Full Look:** Participants can enhance their makeup with bold hairstyling, headpieces, contact lenses, and even tech-inspired elements to craft their version of the future.
- ◆ **Time Limit:** Contestants will have 3 hours to complete their makeup. Hairstyling and outfits may be prepared in advance to ensure all focus is on the futuristic makeup.
- ◆ **Head-to-Toe Concept:** Your look should feel complete and cohesive, capturing the essence of futuristic beauty from every angle.

Event Schedule:

- **8:30 – 9:00: The reporting time.**
The contestants will arrive and prepare.
- **9:00 – 12:00: The competition begins!**
Contestants have **3 hours** to bring their futuristic concept to life.
- **12:00 – 13:00: Presentation Time!**
Participants will showcase their work and explain their creative vision to our international jury, who will judge based on creativity, execution, and interpretation of the theme.
- **13:00 – 14:00: Time for the Red-Carpet!**
Show off your look to friends, family, and the public while photographers and videographers capture the moment.
- **14.00: Winners Announced!**
The MIST Creative Makeup Award and the Audience Choice Award will be presented, along with trophies and a professional photoshoot for the winners.

Awards:

- 🏆 **MIST Creative Makeup Award** – The winner, chosen by the jury, will receive a trophy and a professional photoshoot right after the event.
- 🏆 **MIST Audience Choice Award** – The audience’s favorite look will also receive a trophy and a professional photoshoot. This award is decided by audience votes, so bring your supporters!

Jury & Judging Criteria:

A panel of international judges will evaluate each look based on:

- ✓ **Creativity** – The uniqueness and innovation of the concept.
- ✓ **Execution** – Technical skill, precision, and overall quality.
- ✓ **Theme Interpretation** – How well the look represents Future Faces: The Evolution of Beauty.

Each participant will briefly present their concept, sharing their inspiration and creative process.

Red Carpet & Media Coverage:

Once the competition ends, it's time for the Red-Carpet Walk! Strut your futuristic masterpiece in front of photographers, videographers, and a live audience. Capture stunning images and add an iconic look to your portfolio!

How to Apply:

Participation is FREE, but you must submit a photo of your previous work to qualify at info@mist.se.

Applications close on April 20, 2025.

Apply now and show us your vision of the future of beauty!

We can't wait to see your interpretations of futuristic beauty! Whether you compete or come to cheer and celebrate, join us for a day of creativity, inspiration, and artistry.