

Jeanette Cronin

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Bridal Tips & Tricks

Introduction

The date is set.

You have your perfect location and your dream dress.

You have your florist, your band and ceremonial music all booked. You have your favourite photographer booked to capture all the beauty and magic of the day... but your photographer can only do so much.

You need to have a makeup artist and hair stylist on Team Bride that you trust with your life!

That's when the magic happens.

It's like that saying, "*you want to wear your dress rather than your dress wearing you*"!

You want your hair, makeup and dress to marry together (pardon the pun) so well that the whole church gasps when you walk in because you look like this radiant creature beamed down from heaven but at the same time you're still you. The right hair stylist and makeup artist should "get" you and your personality so well that your guests (and your other half) don't see the makeup at all, even if it is a super glam look – they just see the best version of you. I think that's what all brides want really. Your photographer will capture that magic and you'll have those memories in print for the rest of your life.

If you don't know a makeup artist personally I would recommend booking in for a trial fairly soon after you book the date or if possible to book in for a trial or a makeover. This way you can get a sense of how they work.

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Do they really listen and ask loads of questions to figure out what your style is?

Do you feel comfortable in their company?

Do you trust them?

It's just like when you choose your dress... you just know when it's the one. The same is true for your makeup artist.

The morning of your wedding, you want to be surrounded by a team that has your back. The morning can be hectic & emotional. You want someone who is calm and can deal with whatever the morning throws at them with a smile on their face. You might have that mad aunt who hates everyone and doesn't want you to put any of "that crap" on her face – *"That's no bother at all, what's in your makeup bag? We can put on some of your own products instead."* Problem solved. Happy out.

One morning I had the bridal party's makeup finished earlier than expected. The florist forgot to leave the wedding candle for the alter. I was free, so I drove to the florist, collected the candle, drove right into Cobh Cathedral and parked outside the main door, ran down the church, genuflected and placed the candle up on the alter as I couldn't find any priests.

I had a gang of American tourists running after me asking me "Do you work for the church?" They were a bit confused when I said "No, I'm a makeup artist" and drove off. I was back in time to touch up the bridal party who were now in their dresses and ready for their photos to be taken.

Again, problem solved. That's just one story but you get the idea. You just want someone you can trust.

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Trials

I recommend at least one trial but if you live near your makeup artist I would go for makeovers as much as you can for any event you might have as it's a great way to try new things.

I've had countless brides who have only had one trial and it hasn't been an issue at all, it's just if you had the opportunity to go more than once I would.

When you are getting your trial done I also recommend wearing a tan that will be similar to how you plan on having it on the day of your wedding. You will get a better sense of the look that way.

I've had a lot of brides who get their hair and makeup trial done on the same day as a dress fitting which I think is a great idea if you can do that too.

I think it's a good idea too to have a night out planned after your trial because you want to see how your makeup lasts and how it photographs; inside, outside, with flash, without flash. You want to stay out till the bitter end, get your maid of honour to make you cry (happy tears) etc. You want to give your makeup a run for its money and really put it to the test. It's a great way to be sure.

Sometimes you might think you want one thing but after you see it in photos outside in daytime it might be too much or too little. The foundation we may have chosen because it was so dewy was gorgeous for a few hours but by 8pm had melted off your face.

This is why trials are important. I always tell my brides "Don't be Irish and polite... it's only makeup". Anything can be added or changed. It's no bother at all. I can't get offended. It's my job to make you feel like a million dollars".

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The Makeup

You may have a clear vision of how you want to look on the day.

If so brilliant! Bring loads of pictures to your trial to help your makeup artist get an idea of what you were thinking. If you could bring photos of how you wear your makeup normally too that would be great along with a picture of the dress too. You wouldn't go for Hollywood glam if your dress was bohemian for instance.

If you're not sure what you want to go for, a good makeup artist should give suggestions and then take it step by step figuring it out together as you go along. That's why I always leave at least 1½hrs for trials. Just in case.

I'm personally known for my glamorous brides rather than the really natural, so I know that dramatic can work but you do need be careful. I wouldn't recommend a lot of black on the eye unless you are very dark naturally and your complexion can take it. You have to think about how it will look outdoors during the day. What you wear on a Saturday night normally may not be the best idea for your wedding day.

That being said – if that's what makes you feel fabulous then that's what we'll go for.

I have a rule that I've stuck to since my very first bridal party and that is whatever look the bride has chosen for her big day – that look belongs to her.

So, if my bride wants a wing then that's hers. I tend to do the opposite on the bridesmaids, a smokey liner on the bridesmaids for example.

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For the bridesmaids I tend to follow a theme, but I adapt it to suit each of them and their personality. Some bridesmaids are really natural, and others are ultra-glam, but if you tailor it to suit each then the whole bridal party stand taller, they feel more confident, the smile wider in pictures and have a better day because they feel like the best version of themselves.

Everyone knows someone who's been a bridesmaid and they hated their makeup and felt terrible for the day because of it. There's nothing worse than feeling uncomfortable. No bride wants that for their bridal party either.

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Prep

As soon as you get engaged book in with a skin specialist the following day!

Get all the treatments they recommend and use all the products religiously. Drink loads of water.

You want your skin to GLOW from the inside out, so you don't need too much foundation and powder etc. to correct issues if you can as so much of your day will be outside you don't want to have to wear heavy makeup if possible. I would stay away from any intense peels or anything that might burn or scar the skin too close to. Your wedding day as you don't want to have a reaction.

The same is true for aesthetic treatments. Don't be going off and getting Botox or fillers if you don't need them. However, if you do feel like you would like them, make sure you go to someone reputable. I would get a trial done at least 6 months in advance if not 12 months. You want to make sure that it has time to wear off fully if you didn't like it. Personally, I had a bad Botox experience and it took two months for the effects to wear off, it pushed my forehead down and made my eyes more hooded. My forehead was FROZEN (I had no emotions), only my eyes opening wider. That lasts two months. Imagine that on your wedding day?!

This is why I say be very careful of treatments like that. The same is true with your brows. I would get them done the week before your big day. When you get waxing done it can leave a mark on top of your eyebrows for a day or two after and makeup won't sit properly at all on it in that area and it can be quite obvious unfortunately. False tan also reacts with tint in your brow and makes it green. This isn't ideal on the day of your wedding so another good reason for you to get your brows done the week before.

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The Big Day

Check with your makeup artist how long they need to complete a party of your size.

I always include that when providing brides with quotations, so they can have an idea of the timing and when we would have to start the first person. I aim to have the group finished an hour before you need to leave for the ceremony. That way everyone is a glam for pictures in the jammies and getting into their dresses as well.

I ask my brides to have a table and a high stool ready for me and if possible to have my area near a window, so I can see what the makeup looks like in the daylight. I bring my own lighting as well just in case but being by a window can really make a difference.

I tend to do all the bridesmaids first, then the mother of the bride and the bride. The bride goes last normally unless it suits better for the hair if she goes second last. The makeup artist and the hair stylist usually work together with a plan so it's not something you should worry about. I always stay until the party leaves for the ceremony just in case any touch ups are needed.

The morning actually flies. When you get up so early you think you have all the time in the world, but I do recommend everyone having their bags packed if need be, their jewellery ready, tags taken off etc. It's all the small things that can cause delays if they're not prepared so best to have everything ready to go. This way you can just enjoy the morning without any unnecessary stress.

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After the ceremony everyone will want to hug and kiss you. I recommend grabbing their shoulders (but like a lady) to keep them away from you and then "air kiss" them instead. If you have 200 people rubbing your face right after the ceremony your makeup will be ruined for the photos.

Another tip is to leave your lipstick and lipliner with your photographer. You can top up easily then before your photos. I've known bridesmaids who kept theirs in their flowers! You should only need your lippy to top up but if you do get oily patches I would bring a pressed powder to top up too.