



Laura
Laura
Wedding Brochure
COTTAGE

2021-2022



TO BE... *Congratulations*

WELCOME TO THE HAPPY COUPLE

Firstly, Congratulations to you both on your engagement and thank you for considering Laura Cotterill makeup services for your special day.

Let Laura Cotterill and her team take care of every little detail, allowing you both the opportunity to enjoy those special moments of your wedding day.

Within the bridal brochure, you will find further information about myself, team, pricing and a detailed overview of makeup services available to you and your wedding party.



ABOUT ME

History

Laura Cotterill is a West Midland based freelance makeup artist, specialising in makeup design for clients of all genders, ages and skin tones.

Laura is a fully qualified and insured Makeup Artist that has been working in the industry for over ten years. Laura is also a qualified teacher and has been working in Education for seven years.

Laura has extensive experience in creating makeup for brands, celebrity clients, fashion and editorial contexts. Laura's strengths are in design work and interpreting a brief to ensure her clients are always satisfied.

WHAT DO YOU LOVE MOST ABOUT YOUR JOB?

I have been extremely fortunate to be involved in a variety of weddings, religious ceremonies and traditions, resulting in me experiencing intimate moments of the wedding day. I love the family connection my work brings and this has to be the best part of my job.

Q&A

HOW DO YOU KEEP THE CLIENT CALM ON THEIR WEDDING DAY?

Communication is essential with my clients, however, ensuring the Makeup environment is a relaxed and a zen atmosphere helps to ensure clients are kept calm and collected. Whether you prefer music, silence, or conversation I like to communicate and keep clients relaxed throughout any service.

Get to know me

WHAT IS YOUR NUMBER ONE TIP FOR YOUR CLIENTS?

Skin care is essential: consider a facial four weeks prior to the wedding day to allow your skin time to repair and recover. Ensure to cleanse, tone and moisturise daily at least two weeks before the big day to give your skin a radiant glow! I love all things skin and happy to recommend products should you wish to purchase key items to nourish and prepare your skin.



THE TEAM

pride

Laura prides herself in her abilities to execute high quality makeup for any client request and her ethos is to ensure clients are at the heart of any service offered. Professionalism is also centred in Laura's approach, which has resulted in a continued 5 star rating. As a result of this, Laura has developed a team of trusted artists to replicate her signature style and service.

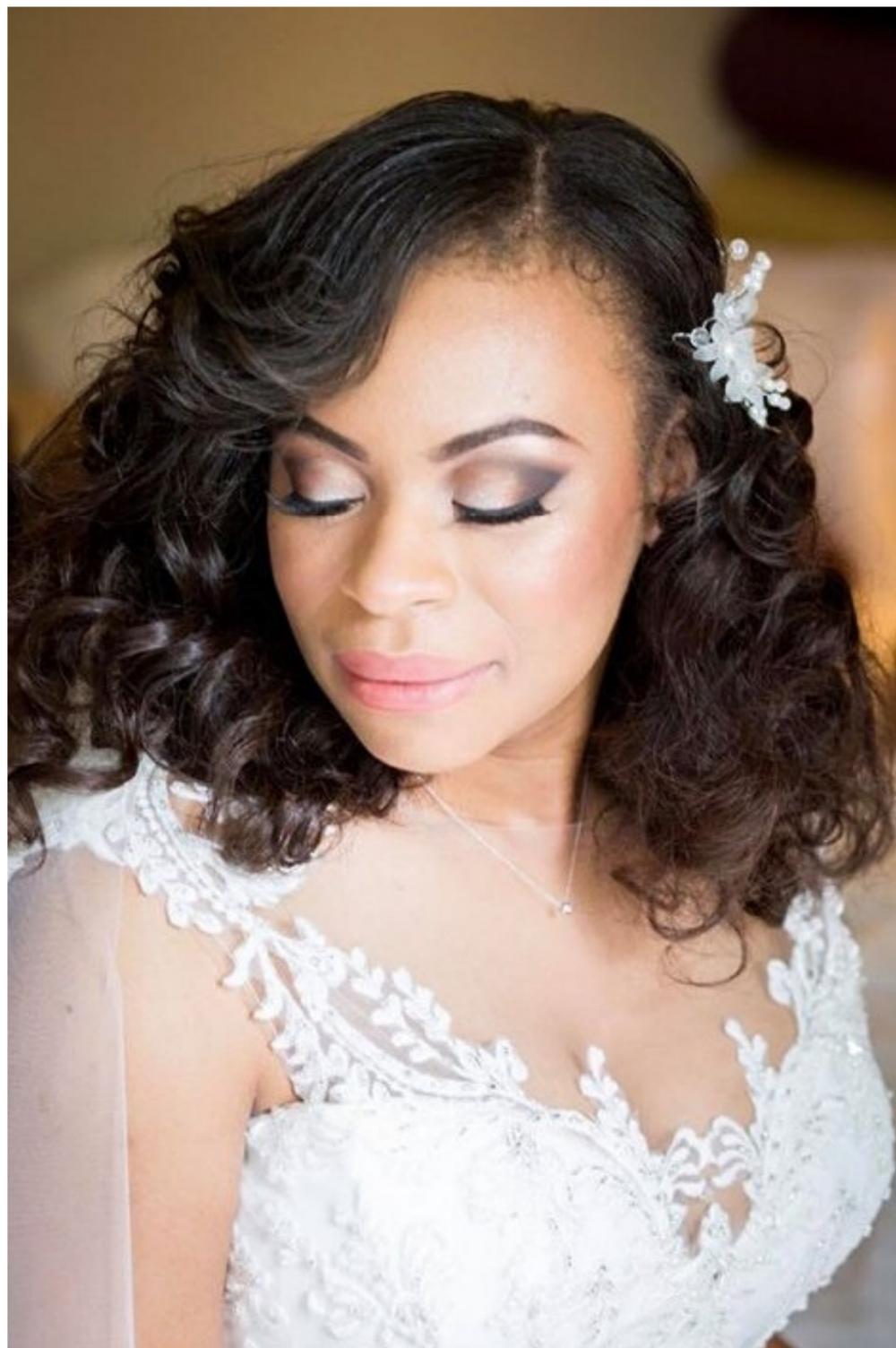
Whilst Laura works predominately on her own, where larger bookings may require an additional pair of hands, professional artists are available. Those within the team are highly skilled and deliver precision and high quality expected from Laura's clients.



PLANNING FOR YOU *dedicated*

Bridal makeup has been a passion of Laura's throughout her career; Laura understands that to be asked to complete the important role of making up the Bride(s) or Groom(s) is an immense privilege, a task that is highly rewarding.

Laura will ensure every aspect of your wedding makeup is designed with you at the heart of the creative vision. We will work collaboratively to ensure your makeup reflects your style and personality. Laura is dedicated to you as her client and will ensure you are centred in the bridal services from the initial enquiry right up until your wedding day.



COMMITTED TO YOU *passionate*

Laura's job as your makeup artist is to ensure that when all eyes are on you, you look and feel like a million dollars. Laura prides herself in understanding client's needs and is eager to ensure they are empowered and ooze confidence on their special day. Over the years Laura has learnt that makeup can take on a spectrum of designs and understands that some clients may want a natural and sophisticated finish, whilst others may be eager to showcase a more full glamorous red carpet style - whichever is your desire, Laura will ensure to emphasise your natural beauty to create a truly bespoke finish.

Go where do we

start?



YOUR

Booking

STEP ONE: MAKING CONTACT

You may have found my details via my website or even through reputable wedding planning sites Bridebook and Wedding Wire; either way, all of my clients will receive the same level of communication throughout the booking process.

Upon your initial enquiry, I will request some details such as the wedding date, bridal party size and intended location. We will also discuss your requirements and a pricing pack will be provided via email. Once you have this information, I encourage you to read through and review the service structure available. However, I may be able to create further bespoke services subject to your request.



YOUR

Booking

STEP ONE: MAKING CONTACT

Following this, we will arrange an informal telephone or video consultation to discuss your booking request in greater detail. During the telephone consultation I may ask about your personal style, allergies and any ideas you have for your wedding day. During this call we will mutually agree a trial date and an email confirmation will follow with details surrounding the booking processes.

Within the email you will be sent terms and conditions, bridal contract, full service quote and the initial invoice for your non-refundable booking fee payment.



YOUR Trial

STEP TWO: YOUR TRIAL

This is a fantastic opportunity for us to get together and create your bespoke wedding makeup design. We will have up to 2 hours together to talk about your plans and refine your makeup look(s). The trial is a relaxed environment and I like to ensure clients are completely happy.

The kit used contains products from the following brands; NARS, MAC, Bobbi Brown, Ben Nye, Ingot, NYX, ELF and various other high end and luxury brands. Please let me know of any products that you may be allergic to prior to your booking as I am happy to accommodate your needs.



YOUR

Trial

All trials will be undertaken at: Be Beautiful - 1 Kingsway Road, Wolverhampton WV10 0SD

Trial appointments will be held on Sunday's only - this is due to personal availability and being able to work in the salon on a quieter day for a more intimate experience for my clients. Please note this is on a self-employed basis and the staff on site do not have access to my diary, therefore any bookings will be made via email through myself.

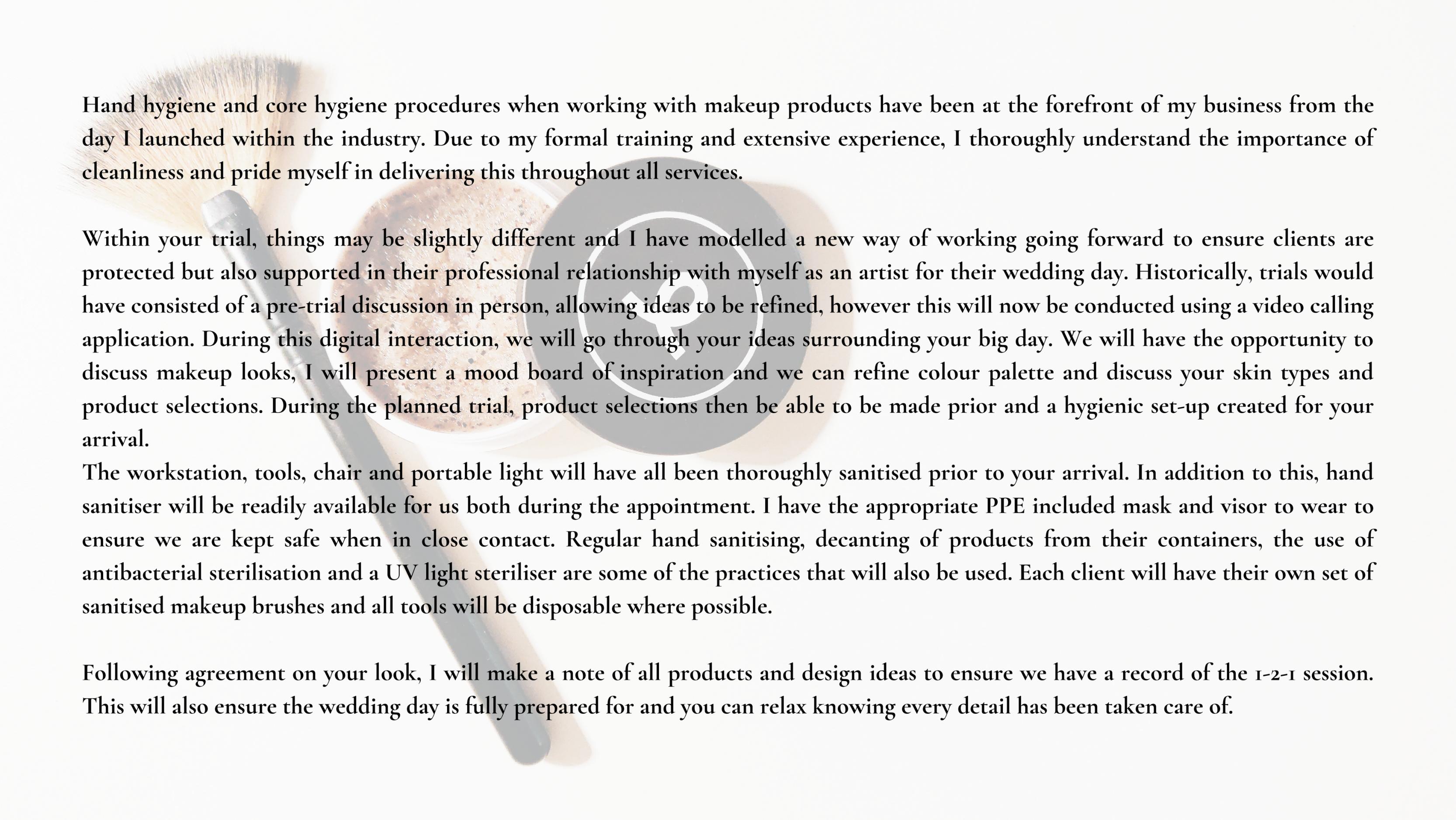
Trial times will be on a Sunday weekly basis at: 10am, 12 noon, 2pm and 4pm.

Please note due to space within the salon, appointments are for clients only, therefore no guests are allowed on site. If you would like bookings for multiple people in your bridal party, this can be accommodated one after the other.



Keeping us safe

I understand the developments surrounding Covid-19 are ongoing and that guidelines and information surrounding the current pandemic are evolving daily. Therefore, I want to reassure my clients of the measures in place to protect both parties in a makeup environment. I use both the Government and World Health Organisation platforms to ensure information is maintained up to date. In addition, to this, I have undertaken a Barbicide Covid-19 Course to ensure my practices of rigorous. The Barbicide program is designed to present the most current information that is pertinent to the Professional Beauty Professional, enabling me to work professionally and at the safest level for both myself and clients.



Hand hygiene and core hygiene procedures when working with makeup products have been at the forefront of my business from the day I launched within the industry. Due to my formal training and extensive experience, I thoroughly understand the importance of cleanliness and pride myself in delivering this throughout all services.

Within your trial, things may be slightly different and I have modelled a new way of working going forward to ensure clients are protected but also supported in their professional relationship with myself as an artist for their wedding day. Historically, trials would have consisted of a pre-trial discussion in person, allowing ideas to be refined, however this will now be conducted using a video calling application. During this digital interaction, we will go through your ideas surrounding your big day. We will have the opportunity to discuss makeup looks, I will present a mood board of inspiration and we can refine colour palette and discuss your skin types and product selections. During the planned trial, product selections then be able to be made prior and a hygienic set-up created for your arrival.

The workstation, tools, chair and portable light will have all been thoroughly sanitised prior to your arrival. In addition to this, hand sanitiser will be readily available for us both during the appointment. I have the appropriate PPE included mask and visor to wear to ensure we are kept safe when in close contact. Regular hand sanitising, decanting of products from their containers, the use of antibacterial sterilisation and a UV light steriliser are some of the practices that will also be used. Each client will have their own set of sanitised makeup brushes and all tools will be disposable where possible.

Following agreement on your look, I will make a note of all products and design ideas to ensure we have a record of the 1-2-1 session. This will also ensure the wedding day is fully prepared for and you can relax knowing every detail has been taken care of.



COLLABORATE

paige nees

When working with my clients, visual inspiration and Pinterest have to be a favourite! The finest of detail including your wedding colour palette, flower design, theme or season can be used as inspiration when designing your tailored makeup look.

Following the trial, I encourage clients to wear their makeup look throughout the day as this is a great opportunity to test product performance, see your look in a variety of lights and show your look off to family and friends!

Should you wish to make any modifications to your look this can be accommodated; I welcome client feedback and adopt an open-door policy to ensure my clients are fully confident in their planned makeup design.

YOUR

Day

STEP THREE: YOUR WEDDING DAY

It is time for the big day!

Right up until the morning of arrival, I will remain in regular communication with you. I like to check in and ensure all details are finalised so that the day is smooth and relaxed. I can even prepare a schedule and include timings of your hairstylist so that all of the logistics are in place for you. We will watch the clock, so you don't have too.

I/we will get you and your bridal party looking radiant and perfected from head to toe.

Should you select an all day service, I will remain discreet and on hand, including final touches before you walk down the aisle, your wedding photographs and first dance.

Following on from makeup services, I do like to make contact to request feedback as this is the most rewarding stage of my job; I love to hear your feedback and I am eager to ensure my work has met your expectations. I may also request a review or client statement, as I want potential clients to hear about your experiences.

LAURA

Clients by

COTTERRILL









BRIDAL PORTFOLIO







LAURA

Bridal Party by

COTTERRILL













CAN I HEAR WHAT PREVIOUS CLIENT'S HAVE SAID ABOUT YOUR SERVICES?

Of course! If you would like to read recent client testimonials you can locate this either on my website www.lauracotterill.com or over on my Facebook business page, 'Laura Cotterill Freelance Makeup Artist'.

ARE YOU ABLE TO TRAVEL TO MY LOCATION?

Yes. All packages include travel options for your wedding day. Travel outside of the set radius is subject to mileage fees for a return journey. Full travel information will be discussed during your initial enquiry and quote request, ensuring you have all the relevant information to make an informed decision prior to securing your booking.

HOW LONG WILL MY MAKEUP TAKE ON THE DAY?

Your wedding day schedule will be planned prior to the day as many factors may need to be taken into consideration such as the bridal party size. However, I like to ensure I have a minimum of 60 minutes with my brides or grooms, should any unexpected visitors or requests arise. Usually each member of the bridal party will require 30-45 minutes each to ensure the makeup process is relaxed and fully flexible.

HOW LONG WILL YOU STAY FOR ON THE DAY?

This is subject to the package selected at the time of booking. For those clients who request the bridal morning service, I will arrive at the designated time to get you and your bridal party wedding ready. I will remain on hand until you and your bridal party are in your outfits and ready to leave for the ceremony or walk down the aisle, then discreetly leave to allow you to enjoy your day. For those clients who select an all-day package I will be on location for 7 hours; on standby by for bride touch ups, pre-photography prep, ensuring you are pristine throughout.

DO I NEED TO PREPARE IN ANYWAY FOR THE TRIAL?

It is always a good idea to prepare your skin prior to your trial, ensuring your skin is well hydrated. You may also wish to wear a white top and coincide your hair trial for the same day; this is a great way to see your bridal look come together. Feel free to bring images or prepare a Pinterest board to share your ideas and colour palettes - I love visual inspiration!

CAN I BRING FRIENDS TO MY TRIAL?

The trial is a fantastic opportunity to refine your makeup ideas and ensure you are confident in knowing your makeup look is every bit picture perfect for the wedding day. Due to the intimate nature of the service and the need to discuss ideas, the trial is recommended as a 1-2-1 event. In addition, as bridal trials take place in my home, due to space I am unable to accommodate large groups for this service.

I WOULD LIKE A MAKEUP CHANGE FOR MY RECEPTION, IS THIS POSSIBLE?

Many clients opt for a change of look for the evening reception and I would be happy to complete this request. Whether you want to go from soft and glowy to smoky and dramatic or even a pop of colour I can change your day to evening look. We would need consider timings for your wedding day to ensure there is plenty of time to make your evening changes. You may wish to selected the advanced trial allowing us to refine both looks until you are completely happy.

CAN YOU RECOMMEND ITEMS FOR A TOUCH-UP KIT?

Following on from the trial, I will make a list of all items used in preparation for your wedding day. If you would like to purchase a touch-up kit I would recommend a face powder, lip colour and lip liner as these are essential items to ensure you are picture perfect, especially after your wedding breakfast and drinks reception.

WILL FAKE TAN AFFECT MY MAKEUP?

It is important to communicate if you are planning on self-tanning or have a holiday planned prior to your wedding day as this may alter the colour palette selection. You may wish to self-tan prior to your trial to ensure you have a clear visualisation of your final makeup look.

DO YOU OFFER A GROOMING PACKAGE?

Yes! I am fully experience in grooming and should any member of the party wish to have services this is no problem at all. The service can be up taken for the groom(s) or any other member of the party. The service includes skin prep, concealing, bronzing and ensuring you are camera ready.

CAN YOU COVER A TATTOO?

I am able to cover tattoos upon request. This is dependant upon the size of the tattoo and placement on the body. This will need to be discussed during the trial and we can assess your personal requirements.

DO YOU HAVE EXPERIENCE WORKING WITH MY SKIN TONE?

I pride myself in my expertise and have worked on a wide range of skin tones, ethnicity's and genders. Prior to working as a freelance artist I have worked for multiple brands including, MAC, Urban Decay and Clinique. Working in a customer facing environment, enable me to develop a keen eye for detail and build a high level of confidence on all skin tones. In addition, my kit is fully equipped with a diverse range of products and shades, ensuring every single client is confident in my chair.

IF YOU ARE HAPPY TO TRAVEL TO MY HOME, DO YOU HAVE ANY SPECIFIC SPACE REQUIREMENTS FOR THE TRIAL AND FOR THE WEDDING DAY?

When completing any makeup service, space and light are essential. I would request a large table to work at with plenty of space to set up my professional kit. In addition, I travel with a portable light and chair, therefore access to plug sockets will also be required. In some cases, wedding venues in the summer can get hot, therefore a fan would also be ideal to ensure the climate of the working environment is comfortable.

DO YOU ALSO DO WEDDING HAIR?

Whilst I do not offer hair services, I am more than happy to recommend hairdressers for your wedding day. I have worked with a wide variety of creatives and can make suggestions dependant upon your request.

Let's work together



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MOBILE

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INSTAGRAM

[@lauracotterillmua](https://www.instagram.com/lauracotterillmua)