

Q&A with Bobana Parojcic, the East London Princess of Make Up

Description

It is easy to forget the magic of make up when its done well. It is seamless, elegant, at times the silent voice setting the mood in a photograph , but at times it is the force that carries the show. From Pat McGarth the Queen of theatrically delicate makeup to the classy diva looks of Mary Greenwell, make up is inseparable from the fashion arena. I am very fortunate to have a great pool of very talented friends, one of them is my Serbian sister Bobana Parojcic who has been quietly taking over the London scene with her fresh make up looks and a persistence of a locomotive. I was curious to find out more about her profession and how she manages to keep her career moving forward.



Q:â?? Please introduce yourself and tell us what you do.â??

A: My name is Bobana Parojcic and I am a Makeup Artist.

Q:â?? How did you start out? Was make up artistry a firm career decision, or did you come to this path through a labyrinth of circumstances?

A: I started out my career in my hometown, Oxford. I was studying part-time at my local college in Beauty Therapy (NVQ 2 & 3) as well as a BA in Marketing Management at Brookes University.

At first I wanted to set up my own business specializing in Aromatherapy, Sports Massage and Facials. I found myself applying for a job in my local department store as a MUA. I had 6 months to spare before I moved to London to officially start my career. I enjoyed studying makeup, even though it was briefly covered, and I thought I could do this. 9 years later â?¦





Q:â?? Who is a make up artist and what sorts of jobs might one find themselves doing?

A: As a Makeup Artist, you do many things. For example, if you are working in the fashion industry, along with your creative team, you design and create looks that get featured in magazines and/or on the catwalk. In music, you develop relationships with the artist involved and make them up for press or music videos. There is a lot of prep involved and research is the key.

Q:â?? How important is the relationship of the designer with a make up artist when you are creating an image for a shoot story or the runway?

A: The relationship between the creative people involved is so important. You have to share the same vision when producing work or be willing to compromise. You have to have patience and ultimately communication is the key. It is great to have your own style within your work. I believe this helps people to identify you in the industry.

Q:â?? How do you come up with ideas for a shoot? Where do you find your inspiration?

A: The way in which I come up with ideas for shoots is based on what I admire or am interested in which could be references from the arts, film and music culture. London is a great city to be based in, as there is constant inspiration all around.

Q: What has been the most challenging part of freelancing, can you talk us through a failure and how you dealt with it?

A: The most challenging part of freelancing is not worrying about when your next job will be. Enjoying days off can be a struggle as it is hard to switch off and relax. I am constantly daydreaming about ideas and work I want to create and planning the next step in my career.

Failure? I am still hoping not to fail. My dream would be to get signed with a successful agency and travel with my work all around the world.



Q: Can you name your biggest success in your career so far?

A: I have been fortunate enough to work with some great and talented people in my industry. Working with Sam-Taylor Johnson on a photo shoot for The Royal Court Theatre was pretty cool. Also, I had the opportunity to assist Senior Artist for M.A.C Cosmetics Cher Webb for Yohji Yamamoto in 2011, for Fashion in Motion at The V & A Museum.

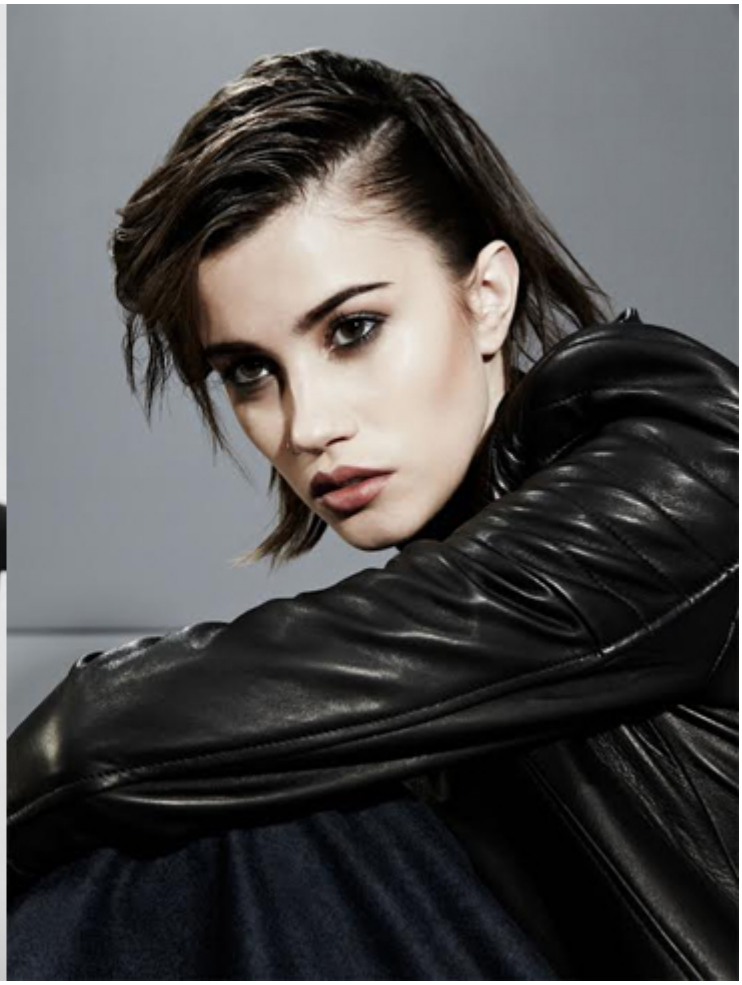
Q: How important is networking?

A:â?? Networking is extremely important especially in my industry. I love connecting with new people in every day situations or through multi media, such as Instagram platforms. I think we have access to a lot of opportunities through this type of media and others.

Q: What is the best piece of business advice you have received?

A: The best piece of advice I have been given is â??Donâ??t Give Up!â??





Q: Do you have a work motto?

A: My work motto is â??Ë?Keep your dreams alive. Be true to yourself and gratefulâ??

Q: What does success mean to you?

A: Success means to me living a balanced life with work and personal relationships in a healthy and happy lifestyle.



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