





welcome,

First, congratulations on your engagement, I am super thrilled you contacted me for your big day. It is always such an honour and a privilege to be considered and I hope this brochure can answer some of your questions regarding wedding makeup and everything that goes with it!

Makeup is my passion. I don't believe in covering the face and hiding the natural beauty, but I do believe in confidence. I believe every woman walking down the aisle should be the most confident version of herself and ultimately I want every one of my brides to feel their most beautiful and confident self on their special day.

If I am not doing makeup, you will find me in the sea with my SUP board walking our dog, practising yoga.

Having brunch with my girlfriends.

Dancing in the kitchen.
or chilling and cooking with my husband.



what to expect

My Style

I'm not for everyone - every makeup artist has a unique style. Mine is a mixture of chic glam meets boho.

I compliment, never cover. I enhance, not insta-glam. I accentuate your best, not cover up your worst (although of course, we can cover up!) . If you are looking to look your best YOU, and still look like you, with soft glam and subtle enhances, I'm your girl.

How the Booking works

If you would like to book me (yay!) then I require a £50 deposit and signed contract to secure the date. We then arrange your trial, so we can come up with your bridal look together.





"I believe all women are pretty with makeup. But with the right makeup can be pretty powerful"

- Bobbi Brown

A photograph of two women in white wedding dresses sitting on a large, tufted leather sofa. The woman on the left is reclining with her arm around the other woman, while the woman on the right sits upright and smiles. A bouquet of red and blue flowers lies on the floor next to them. The background features wood-paneled walls. The text "your love like the movies" is overlaid in a dark red serif font.

your love
like the movies



Trials are mandatory here at Bridal by Zena, for a good reason. This is one of the most important days of your life - and nothing should be left to chance, including your makeup.

Trials are a chance for us to connect, talk about your bridal look, but more importantly, to see if we vibe. I'm one of the first people you see on your wedding morning, so it's important my energy sits well with you.

Trials take place at my home studio, in West Wittering.

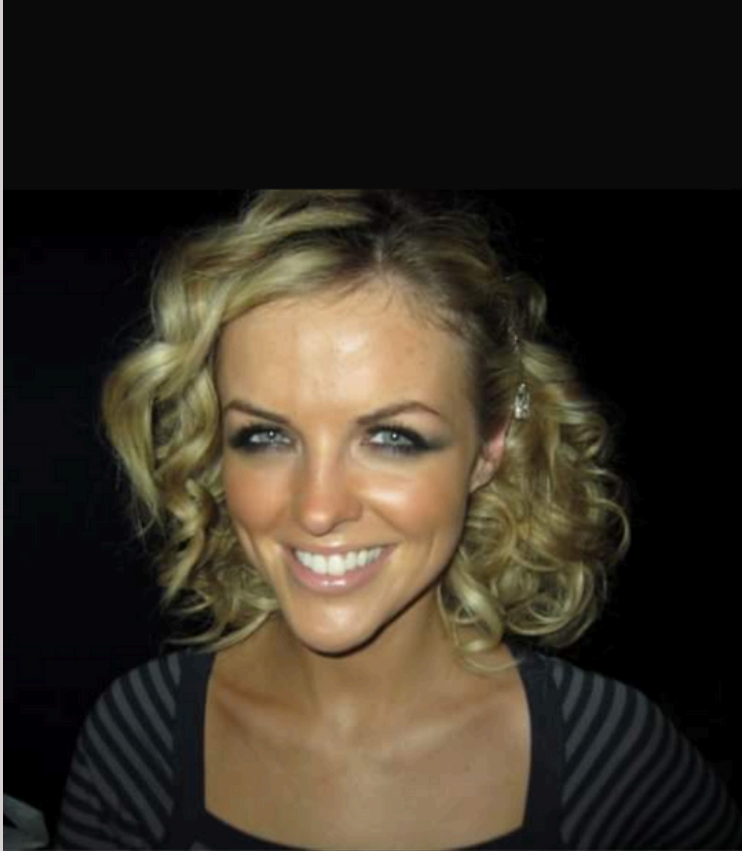
If you can't get to me, I'm sure we can have a chat and work something out.

We chat about your skin care, what you like to use, colour themes, and how you would like to use them for your look, most importantly, we create your bridal look, so you can see it before your big day.

The Trial



Trial day tips



Wear the colour of your dress on the day. This will give us both an idea of how the colours sit against white (or whatever colour you are wearing!).

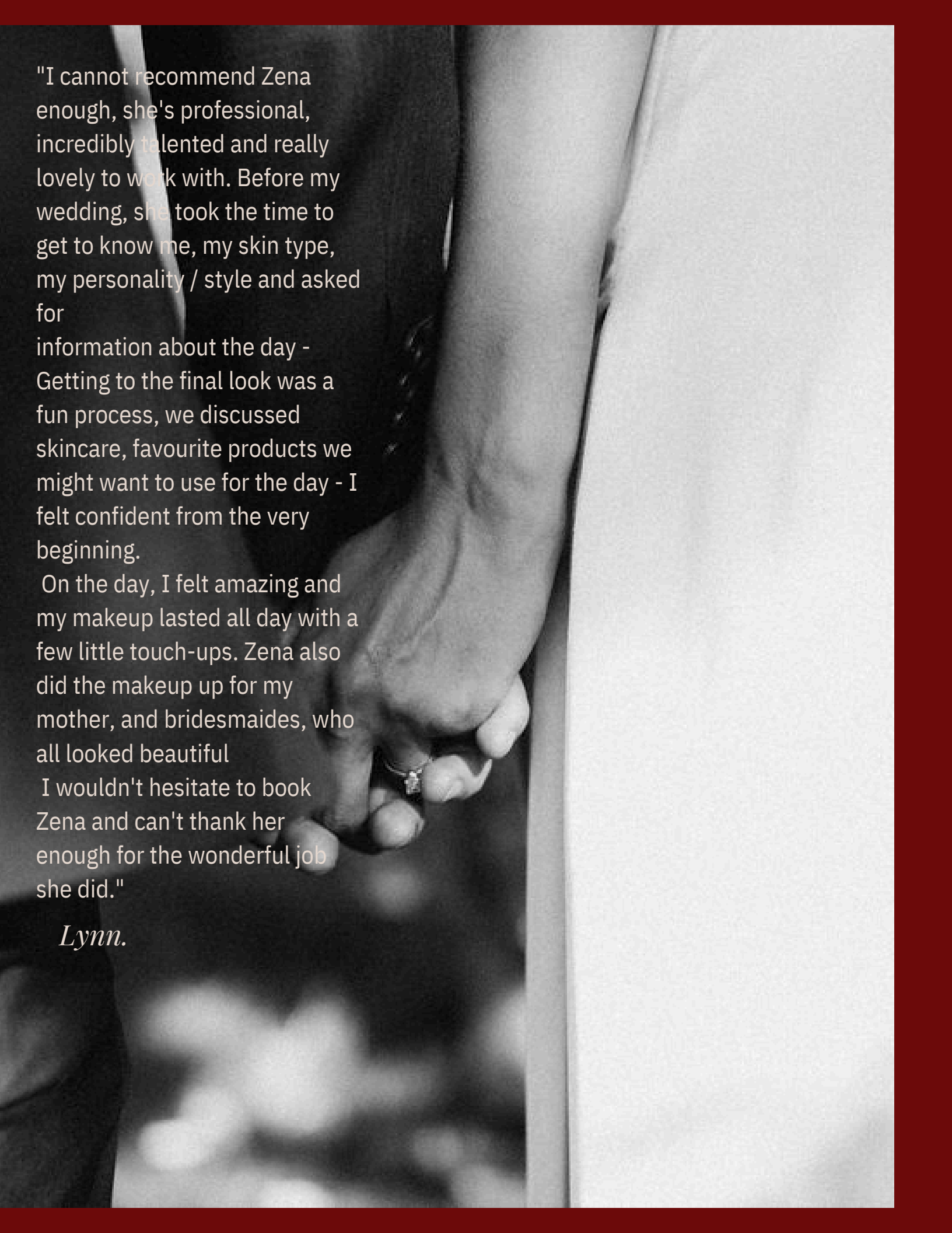
Also try to wear your hair similarly to your desired hair on the day. Hair can change how you feel about certain looks, and both of these things will give you an idea of how you will look and feel on the day.

Skincare is the most important component of makeup - a good base is key! We will go over skincare at the trial and any additional beauty treatments you might want before the day, with bespoke recommendations by myself (fun fact, I'm a skin care specialist!)

We do one look at the trial, with tweaks and changes to make sure you leave 100% happy. It's great to come with some inspiration

photos from some of your favourite looks, so together, we can decide what's best for you.





"I cannot recommend Zena enough, she's professional, incredibly talented and really lovely to work with. Before my wedding, she took the time to get to know me, my skin type, my personality / style and asked for information about the day - Getting to the final look was a fun process, we discussed skincare, favourite products we might want to use for the day - I felt confident from the very beginning.

On the day, I felt amazing and my makeup lasted all day with a few little touch-ups. Zena also did the makeup up for my mother, and bridesmaids, who all looked beautiful

I wouldn't hesitate to book Zena and can't thank her enough for the wonderful job she did."

Lynn.



The Big Day

Before the big day, I check in and see how our trial makeup lasted. As its our first time meeting and getting to know your skin, a few tweaks might be made, which I can ensure you, I write down in my handy makeup chart note book!


On the day, I will arrive 10 minutes early, to set up with my bespoke makeup, to your locatio. I will then prep your skin and work to the schedule we have set, so you ready for the most exciting day of your life.

My aim is to make your morning as stress free as possible and make you feel the most confident and beautiful version of yourself.

My packages include a bridal bag of products for you to top up with throughout the day so you don't need to worry about any aspect of your makeup throughout the day.



Lets tell your
love story, for
the world to see

A photograph of a bride with dark hair styled in an updo with a white and pink flower accessory. She is wearing a white lace wedding dress, a pearl necklace, and pearl earrings. She is smiling and looking towards the camera. In the bottom right corner, her hand is visible holding a bouquet of pink and white flowers.

**I had the best experience with Zena- she is professional, and a magician at make-up . Kind, patient, and listens
I was so happy with my make-up and hair, both during the trial and on the big day - soft and chic, and lasted all day**

Zena was notably brilliant, at responding to my questions, she was so pro-active and responsive in the lead-up to the day, sending me thoughtful text messages and making me feel really positive.

I highly recommend getting in touch, and booking,one in a million.

Sharni

Investment



Trial

£85

Booked 3 months before the wedding date. Typically 1hr30.

Takes place at my studio in West Wittering, Sussex

On The Day

£175.0

Includes travel within a 15 mile radius of Chichester. Outside the radius there will be a travel charge.

Includes a bespoke bridal touch up kit.



Guests

£80pp

Need to be booked in beforehand so i can work to the schedule.

Eyelashes are £5 extra.



Frequently asked questions

Do you charge for travel?

- Travel within Chichester are is covered by my fee, but don't fret if you are outside of this, I travel all over the UK, and over seas. Get in touch and I can give you a quote.

Do you cover big wedding parties?

- Yes I do! If you wedding party is bigger than 5 or more, I usually bring an assistant who can help me clean brushes, prep bases and keep my kit in order so nothing runs behind!

What about solo brides?

- Absolutely

And cancellations?

- Cancellation will be subject to the following charges: Up to 2 weeks before booked date is 100%
- 2-4 weeks 75% of the outstanding balance
- 4-6 weeks 50% of outstanding balances. Deposits are non refundable.

Do you do full glam?

- My style is a luxury soft glam. I can do full glam, but I do think every makeup artist has unique strengths. If I am not a fit for you, I am happy to recommend some increadblae friends who can fit in with your needs.

Will I meet your dog?


- I try to shut Tinker away, but he does like to be present as my trial assistant! He is pretty useless at makeup, but keeps the vibes high! (Also, if you are allergic, we can keep them away!)




Please do not hesitate to contact me if there is anything else I can do to assist you beyond this guide!

Kindest, Zena

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

 www.zenamccarthy.co.uk

time for happily ever after

