

Lakme Academy Powered by Aptech Unveils a Certificate Course in Advanced Media and Fashion Makeup Artistry

Category: Business

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Lakme Academy Powered by Aptech, India's leading beauty training institute, announces the launch of its latest offering- **Certificate Course in Advanced Media and Fashion Makeup Artistry**. Designed for aspiring makeup professionals looking to carve their niche in the dynamic world of fashion and media, this course promises to be lot more captivating for creative enthusiasts.



Beauty, makeup and fashion done by the students of Lakme Academy Powered by Aptech

Fashion makeup is an exciting art form that plays a key role in high-profile events such as runway shows, fashion photography, and editorial shoots. It involves creating bold, trendsetting looks that not only complement haute couture designs but also express the artistic visions of designers and stylists. The Advanced Media and Fashion Makeup Artistry Course offers students the opportunity to master these techniques, honing their skills to become global professionals in the competitive media and fashion industries.

Mr. Sandip Weling, Chief Business Officer, Global Retail and Brand Custodian, Lakme Academy Powered by Aptech, said, *“Lakme Academy Powered by Aptech has been a pioneer in the organised beauty and wellness training, offering industry-aligned courses designed to nurture the next generation of professionals in makeup, hair, skin, nails and fashion. With a commitment to excellence and innovation, Lakme Academy has built a reputation for delivering comprehensive training that equips students with the skills and confidence to succeed in a competitive industry. We are excited to introduce the Advanced Media and Fashion Makeup Artistry course, which is designed to*

nurture the next generation of creative professionals in the high fashion and media industries. This course is a unique blend of technical expertise and artistic expression, providing our students with the skills needed to succeed in the fast-paced world of high fashion makeup and glamour."

The comprehensive course equips students with industry-relevant skills, combining technical expertise with creative expression such as editorial and runway-ready makeup, Avant-Garde Hair and Makeup etc. Upon completion of the course, students will be equipped with industry ready skillsets needed to succeed in a variety of high-profile roles within the fashion, media, and beauty industries.

According to the Skill Gap Study for the beauty & wellness sector of India 2023-30 by B&WSSC, the Indian Beauty and Wellness sector is poised to grow to about INR 2,40,000 core by 2024, thriving on an increasing section of the affluent and middle-class population, changing customer psyche and preference towards the sector. The sector is anticipated to be more than INR 500,000 crore in size by 2030. The industry currently employs 12.3 Mn people. By 2024, The Indian Beauty & wellness sector is projected to provide employment opportunities to about 15.8 Mn people, by 2027 to about 20.3 Mn, and by 2030 to about 26.3 Mn people. In terms of incremental training requirements, about 5.4 Mn candidates would be required to be skilled through vocational education between 2022-30.

Lakme Academy powered by Aptech offers basic and advanced courses in cosmetology, skin, hair, nails, and makeup. The courses integrate soft skill development into the technical curriculum to ensure that students deliver great results. The curriculum is designed to prepare students for exciting careers in industries like fashion, beauty, film and entertainment.

Lakme Academy Powered by Aptech awarded as Best Professional

Beauty Training Institute at ASSOCHAM's 3rd Beauty, Wellness and Personal Care Awards, 2020, Lakme Academy won the Global Education Awards 2019 for The Best Beauty & Wellness Training Institute of the Year. Aptech Ltd was also awarded with "Skill Learning Award – Beauty Training" by Franchise India in 2018.

For further information, please visit Lakme Academy Powered by Aptech, log on to www.lakme-academy.com / OR call [1-800-266-8630](tel:1-800-266-8630)

About Lakme Lever

Lakme Lever Pvt. Ltd (Lakme Lever) is a 100% subsidiary of HUL. It operates India's first and leading chain of Lakme Salons that offer expert services in Hairstyling, Skin care and Makeup. With nearly 40 years of experience and a footprint of over 450+ Lakme Salons across 160 cities, Lakme Salon has a deep understanding of the beauty industry. Lakme Salon is dedicated to the contemporary Indian woman's exploration of the fine art of beauty. Known for its magical concoction of stunning make-up, fabulous hair and excellent skin services, Lakme Salon brings the backstage expertise and experience of Lakme Fashion Week to modern Indian women through a team of over 5000+ highly trained professional stylists. With professionally trained hair and makeup experts with countless shows under their belt and outstanding skin services, Lakme Salons offer customers a distinct portfolio of services and backstage rituals presented in a unique Runway Secrets menu. Continuous innovation in the portfolio is at the centre of Lakme Salons' growth philosophy. More than 150 entrepreneurs have partnered with Lakme Lever as franchisees to own Lakme Salons across the country. Backed by a comprehensive franchisee support model, expansion is one of the key focus areas for the company where a master franchisee and multi-store franchisee are provided special support and benefits. In 2015, Lakme Lever formalised a strategic alliance with Aptech – a global leader in vocational training to set up beauty academies to train aspiring stylists across India and equip

them to start their careers in the beauty industry. Lakme Academy, powered by Aptech, is present in 115 locations across the country and offers foundation and advanced level courses in skin, hair and make-up.

