

SOIRÉE BVI

# FASHION & BEAUTY WORKSHOP

26TH APRIL, 2014

MOORINGS CONFERENCE ROOM

**9AM - 4PM**

Local and International  
Fashion Gurus



PHILLIP BERNIER



TREFOR GRANT



BISA SMITH



TONY SCATLIFFE



KRISTA FRET



DAVID THOMAS



KHARI J. ADAMS



**70 SEATS**

**REGISTER EARLY!**

**CONTACT US**

SHONIA @ 284-541-6056 OR DAWN @ 284-443-9845

DESIGNED BY [Alanzo Graphics](http://www.alanzographics.com) WWW.ALANZOGRAPHIX.NET



***Soire'eBVI*** Limited has collaborated with BVI professionals as well as international fashion and photography gurus to bring to you a comprehensive Fashion Workshop that will highlight tips and fundamentals about Beauty, Modeling, Runway, Hair Care, Photography, Business and more.

The main objective of the workshop is to have fun and also to train and give helpful insight about grooming and welfare in beauty, modeling, posing, runway techniques, pageantry, hair care and style, photography tricks and a touch of business fundamentals. The workshop will be very interactive and open to sharing experiences with our experts and professionals.

### **WORKSHOP DETAILS:**

Registration: 8:45am- 9:15am

All sessions: 1- hour intervals commencing 9:30am sharp

Ending and wrap up: 3:50pm – 4:10pm

Registration cost: ~USD150 (credit card payments not available)  
~If payment is made by check, kindly remit fees minimum of 5 days before the workshop)  
~Payment can be made on the day of workshop with pre-reservations before deadline.

**REGISTRATION DEADLINE ENDS  
WEDNESDAY 23<sup>RD</sup> APRIL, 2014**

Payment details: contact 541-6056, 541-0709, 542-7754  
Email: [sampalla@gmail.com](mailto:sampalla@gmail.com),  
[baronvilled@gmail.com](mailto:baronvilled@gmail.com) or [bvicycling@me.com](mailto:bvicycling@me.com)

Special benefits:

- Chance to win lunch for 2 at Sugar Cane Restaurant, Nail Bay Virgin Gorda
- Photo shoot compliments of Rudebwoy Photos and special International Guest Photographer
- 3 individuals to take part on the official Soire'eBVI Limited and MarineMax photo shoot and commercial shooting

## WORKSHOP TOPICS AND DESCRIPTION:

### *~The Make up and Beauty Workshop*

Our professional team will teach you how to apply, remove, discover and perfect your make up and show you tricks to go from daytime to night time, to shaping the eye brows and having the right color to suit your complexion, face, style and tone.

- Learn how to apply make up
- Tips about night to day look
- High definition makeup and professional look
- Perfecting techniques (lips, brows, eyes—smoky and high fashion)
- Focused techniques such as foundation application and lip shaping
- Contouring techniques, blemishes and applications
- General skin care and more

*An attendee will be selected for this segment to showcase the demonstration*

### *~Runway Etiquette and Modeling*

You can look your best whether on actual red carpet runway, pageant or simply leisure walking. Looking to find some helpful tips that can make you look your best, our experienced panel will give you the fundamental tips on dos and don'ts on the runway or everyday walk from perfecting that “stance” to making your signature walk and turns.

- Discovering the secrets about pageantry
- Discovering the secrets about modeling
- The different types of stances whether on runway or pageant
- Perfecting or creating a high-fashion or pageant look
- Body awareness
- Runway turns and poses (both modeling and pageantry)
- Hand and body positioning
- Connecting with your audience and camera

- Discovering and perfecting stage presence
- Testing your walk (live demonstration/interactive showcase)
- Making an impact
- Attitudes (knowing when and how to turn it off and on)
- Facial expressions for both modeling and pageantry
- What the judges look for in pageantry
- Interview techniques and insights
- Questions and answers

*Whether you have experience or not, this segment will be very informative!!!*

### *~Hairstyle, grooming and hair care*

This segment will feature transformational techniques that are easy to incorporate in every day life. Our professional hairstyling guru will wow you with his amazing creativity and insight of how to make your hair work for you.

- Knowing about trends, cuts and styles for both men and women)
- Grooming tips
- Healthy living and hair
- Products to use and those to stay away from
- Day and night time styles
- Perming and damages
- Proper way to wash and condition hair
- Demonstration (before and after)

*An attendee will be selected for this segment to showcase the demonstration*

## ***~Photography***

"To succeed... you need to find something to hold on to, something to motivate you, something to inspire you." Capturing moments are priceless especially the angle in which they are taken and the purpose for which they are taken. This inspirational and interactive workshop is designed to teach and show you the basic do's and don'ts in photography whether portraits, modeling, pageantry or even "selfies".

- Effects of good and bad posing
- Lightning and beneficial effects
- Facial expressions and body positioning
- Hand coordination and placements
- Environmental aspects (location and background)
- Intimate and fashion shots
- Portraits and canvas
- Effects
- Make up and clothing (what works and what doesn't)
- Demonstration (picture before presentation and after)
- And much more

*An attendee will have a chance to win a photo shoot with our esteemed panel*

## ***~Business Aspects and Fundamentals***

What good is having all the techniques, do's and don'ts, know-how and practical material if you are left without the fundamentals of how to incorporate all the ingredients into making the products and services work for you? The basic fundamentals will give you helpful insight on starting your business.

- Fundamentals of owning a business (starting small)
- Capital and budget
- Customers and target market
- Knowing your product
- Marketing and its importance
- Documentation and licenses
- Products and services
- Question and answer

*MEET OUR ESTEEMED PRESENTERS:*



**Trefor Grant**, a local and proud co-founder of Drift Wood Resorts; which manages locally owned Nail Bay Estates and Resort, Mooney Bay Luxury Estate and Anegada Beach Club. An entrepreneur himself, he still however manages to be involved socially and culturally with many happenings in the British Virgin Islands. He has been on the Executive body of the Chamber Of Commerce and Hotel Association as well as the The Virgin Islands Festival and Fairs Committee, just to name a few. In his down time Trefor enjoys travelling, cooking and meeting new people.

**Mrs. Bisa Smith**, counselor, mother, runway coach, pageant winner, chaperone, pageant organizer and retired model will demonstrate the differences between runway and pageantry and knowing when to turn and turn the different walks and techniques on and off. Being a model and learning the practical skills will take time but knowing what the photographer as well as the agent is looking for is key!



**Khari J. Adams, architect/Photographer:**



Up until 2010, photography was merely a hobby until I received encouragement from family and friends to take it a step further.

With critiques from other photographers that came before me around the region, I quickly developed my skills, taking a particular liking to the landscape and portrait genres. With the union of both, I quickly and naturally fell into wedding photography, ranging from the smallest outdoor destination wedding, to the traditional chapel wedding which boasted numbers in the hundreds.

When I go out to '*khapture*' the ideal shot, I try to make sure I get my client or a viewer to pause and go 'wow'. I hope to create an atmosphere of comfort, as I always tell subjects/models/muses that what ever you feel more often that not shows

in the photos, so the comfort/connection factor is key for me.

**Phillip Krane Bernier** is an Award Winning, seasoned Cosmetology Instructor, Hair Stylist, and Makeup Artist. Mr. Bernier has dedicated his time as a Cosmetology Instructor, Equipping, Empowering, and Inspiring this generation and the next generation of Beauty Professionals. His focus is in the creative art of Customer Satisfaction, Personal Development, Makeup Artistry, Precision Hair Cutting, Hair Design Decisions, Custom Color, as well as Bridal and Forma Hair design. His career spanned over ten years as a Pro Artist and Beauty Expert for world-renowned and luxury brands as well as retailers including Saks Fifth Avenue, Nordstroms, Nieman, Marcus, L'loreal, Garnier, Brazilian Blowout, Arrojo, Laura Mercier Cosmetics, Giorgio Armani Beauty, Aveda, M.A.C. Cosmetics, Bobbi Brown, Elizabeth Arden and Sue Devitt – Beverly Hills. He now brings a wealth of knowledge alongside creative direction that will assist in creating and cultivating a solid foundation to the continual success and memories that last a lifetime.



**Tony Scatliffe (Mode De Femme Resort Wear Designer):** Every day, we put on clothes that do more than just cover up bodies. We choose clothes that represent our personalities, our cultures our moods, our climate and location. So who are the people behind the designs we wear every day?

“Mode De Femme” has seen the need of the woman to remain beautiful and to feel beautiful with a touch of elegance and a high level of sophistication, even with the



least bit of cover up. Our resort swimwear line focuses on the beautiful curve of the woman and has been an inspiration of what she wears for the past five years. We started out by concentrated on one off designs and, were very customer specific focus. Now, we want to share these styles and expressions with all women.

We enjoy our colors and unique comfort shape designs and have enhanced the practical swimwear to be exotic, sophisticated and with a splash of sensuousness. Every thought of colors and combinations has been a long thought process of what enhances the created curves of a woman. Bathing suits has too often been reduced to plain solids and unflattering fits in the rapid production industry.

We only think of ourselves as a woman’s source for designer swimsuits that are unique, fashionable, and cutting edge. We give all our clients colors for the trendy and elegant woman; she is fashionable, elegant, beautiful, and we are honored to be her new swimwear designers.



**Krista Frett:** As far back as can be recollected, art has always been a passionate part of Krista’s life. She loves working with her hand and recreating the world through her eyes. Krista Frett is a creative artist with an impeccable eye for detail. She has a great love of art and makeup along with the capability of finding the beauty in everything that she does. Krista draws inspiration from her everyday surroundings and nature and relishes the opportunity to learn new things and is a firm believer that practice leads to improvement in the pursuit of perfecting her craft in the field of makeup artistry. Krista has the innate ability to bring out the natural beauty of her subject without over-processing regardless of the gender or ethnicity. She is one of the most highly sought after makeup artist in the territory and this is partly attributed to her ability to cater to her clients’ specific needs and delivering exactly what they want. Krista work entails beauty pageants, fashion, weddings, and various types of photo shoots as well as music videos. She also specializes in body painting, air brushing and airless. Her company name is called Angelique Creations.



**David A. Thomas, Rudebwoy Photos:**

A native of Tortola, BVI, Mr. David Thomas is a proud alumni of Alabama A&M University and through his life’s journey, has enriched his “life canvas” through the pursuit of many of his passions: His passion for photography, over the past 10 years has lead to him being the entrepreneur of his own photography business, “**Rudebwoy Photos**”, displaying his photographic work. Although action shots are his favorite, he is a master at night photography and portraits. “Bringing out the beauty of every shot” is his goal and

what he aims for, is perfection in every shot. Mr. David Thomas is not just a photographer...he is an artist. As a student of the game of life, he embraces continuous learning as it enhances the level of creativity he brings to this passion.

## ESTEEMED CO-HOST:



### Alexis Lettsome:

Standing 5'9" and 28 years of age, Alexis is a contracted model of the Soirée BVI Modeling Agency. Far from being a stranger to the spotlight, she has been exposed to the industry for more than 6 years, not only as a runway model but also being privileged to have worked with some of the BVI's local photographers. Alexis gained further self confidence by embracing her individuality, as well as her height. She has become well-known for easily fashioning high-heeled shoes. She shares with others that "they add an extra boost of confidence in my strut. They are and should be a 'must-

have' on every woman's shopping list." Alexis is the recent winner and face of the 2013 Stomp 2 Competition (produced by Soirée BVI Limited). For her, it was not just about winning, but experiencing the beauty of each contender and forming a memorable bond with them. She feels that all females are beautiful in their own right and that fact should be embraced, as there is no 'one' type of beauty. Being the Stomp challenge winner, Alexis is enthusiastic about the future of modeling in the BVI, regionally and internationally. She envisions a bright future ahead for herself and inspiring models in the BVI.

THANKS TO OUR PLATINUM SPONSORS:



Mr. Myron Walwyn

