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Tell us more about you:

I became fascinated with fashion magazines back in middle school. The entire aspect of what goes into the shot (makeup, hair and styling) captured my attention. I really studied the photographs and tried to imagine what made each photo interesting, unique and beautiful. I started doing my friends' makeup and hair for fun. I began to realize that was what I wanted to do as my profession. I wanted to create those beautiful images I saw in movies and in the magazines. Word got out that Universal Studios would be opening in the near future. Thinking that this would be a great opportunity for me to get into the industry, I moved to Orlando. In the meantime, waiting for Universal to be complete, I did some modeling and extras work to learn more about being on set and how the industry worked. I started school to get my cosmetology license (thinking I needed a license in order to have my dream job). After 1,200 hours of school and getting my license, I realized you don't need a license to do makeup. Not only do you not need a license, the cosmetology course wouldn't really "teach" makeup application at all. For the makeup portion of the course, they had a speaker come and talk about his experience as a makeup artist in the industry. That speaker didn't talk a lot about makeup or makeup application—he talked about being on set. That thirty-minute lecture would turn out to be the most important thirty minutes of my education. He taught that there was more to an artist/stylist than what many people think. He spoke about taking care of your client and talking to your client. He talked about the stylist's working relationship among other professionals on set: wardrobe, sound, the director and other key people. What he taught me was invaluable information that I could have only learned by first-hand experience. The information he gave me, to this day, helps me continue to build and keep client relations. Those thirty minutes, I would later learn, were priceless and would change my life path.

How did you get started in this industry?

Finishing school, I was disappointed to soon find out that Universal Studios would not be a "working studio." Universal would be just a theme park, it wouldn't be bringing the movie industry to Florida. Not letting that put my dreams on hold, I started networking and found myself working on music videos and short films, anything—even for free—to get the experience of being on set. I decided to move back to my "hometown" Pensacola, to be closer to my family. In 1996, I had built up a small portfolio and started knocking on doors. Soon, I had a handful of regular clients consisting of local photographers, ad agencies and production companies. All of which learned the value of not only having someone do makeup for production, but also having another set of eyes on set and a person to keep the talent comfortable and confident. Today I still have my clients in Pensacola. However, I also work in other cities including Atlanta, Mobile, Los Angeles, San Francisco, Orlando, Myrtle Beach and Tampa, to name a few.

What different areas do you work in?

Being a freelance artist, I work on all kinds of productions: print, video, film and live performances. Each production is very different. I do commercial, lifestyle, fashion, interviews, concerts and live remotes. I do makeup, hair and wardrobe styling. I have also

worked as a production coordinator on several different projects. What my job title is depends on the type of production and what the client needs.

What is a typical day like for you?

The only answer to that question is ... there is never a typical day. Some days my call times are 4:00 A.M. on the beach, other days 2:00 P.M. in a studio or 3:00 P.M. at a law office, then maybe 10:00 P.M. at a nightclub. Some shoots are two hours, some are twelve hours a day for four days or more. I work with a wide range of talent: male, female, adults and children. This allows my days to always be different and never boring!

What is one of your greatest accomplishments?

I'd probably have to say my career in general. I'm pretty much "self-taught." I walked into a market that did not have commercial makeup artists/stylists, so I made it my mission to create my own area. Now, not only do I work, but new upcoming artists are getting work too. This is because people are now educated in the value of having a makeup artist/stylist on their set.

What's your philosophy of life?

Be kind. Listen. Always be open to learning new things. Help others any way you can and don't ever think you are "the best." Instead, be the best you can be!



To see more of Lisa's work, go to: www.24hourbeautyfor.com

Stylist: Lisa Robinson

Very seldom do you come across someone that is equally talented in several distinct areas. Most of us are great at something, in which we tend to put all our attention in that one direction. Not for Lisa Robinson. Lisa is what I call, "A Triple Threat." She has dominated the market with her ability to not only *wow* us in one avenue, yet three! I have been given the privilege to work with Lisa for a few decades now. I am continuing amazed with her work ethic and her amazing capability to capture your attention through her work. Not only is she stunning beautiful herself, she has a way of bringing out the beauty in everyone she works with.



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