Major Face

CASE STUDY / NEW YORK FASHION WEEK 2026

# CHINA INSTITUTE THREE SHOWS. ONE BEAUTY VISION.

Creative direction, beauty strategy and backstage production across three consecutive runway presentations.






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# Three productions.
# One end-to-end beauty lead.

Across September 8–10, Major Face developed and delivered the hair and makeup vision for three China Institute Fashion Week productions. T. Cooper directed the concepts, secured product partnerships, staffed each show and led backstage.

**3**

**CONSECUTIVE SHOWS**

**~112**

**TOTAL PARTICIPANTS***

**78**

**ARTIST ASSIGNMENTS**

*Approximately 40 at the gala, 42 at Qipao and 30 at Fashion Night.


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# One strategy. Three distinct runways.

**08 SEP**

## CENTENNIAL GRAND FASHION GALA

The Pierre, New York City

**~40 models | 15 makeup artists + 15 hairstylists**

Featured designers: Jason Wu, Vivienne Tam and Guo Pei.

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**09 SEP**

## SHANGHAI QIPAO

China Institute of America

**42 participants | 12 makeup artists + 12 hairstylists**

20 association participants, two children and 20 models.

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**10 SEP**

## CHINA INSTITUTE FASHION NIGHT

China Institute of America

**30 models | 12 makeup artists + 12 hairstylists**

Four designer presentations.

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# Built before the first model arrived.

### CREATIVE DIRECTION

Originated hair and makeup concepts for all three shows. Collaborated on designer-specific looks and developed artist reference sheets.

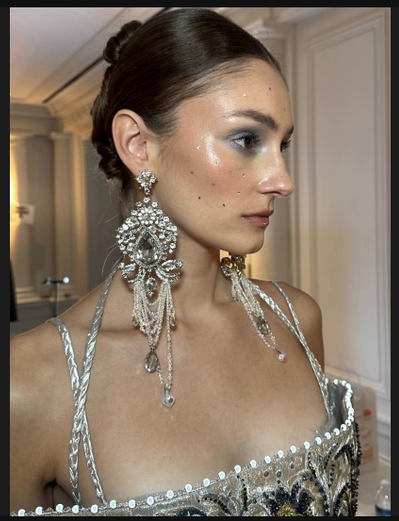
### TALENT & PARTNERSHIPS

Recruited and staffed 39 makeup and 39 hairstyling assignments. Secured product sponsorships and prepared teams for execution.

### BACKSTAGE LEADERSHIP

Directed the beauty operation, managed changing production needs and personally performed hair and makeup wherever support was needed.







# Designers. Models. One backstage vision.



VIVIENNE TAM COLLECTION / CENTENNIAL GRAND FASHION GALA

## THE PRODUCER'S PERSPECTIVE

> *Love everything looked amazing! And Guo Pei makeup & hair! How did you do that within that short of time??? Geez thank you!!!*

**YONG WANG** / FASHION CURATOR & PRODUCER

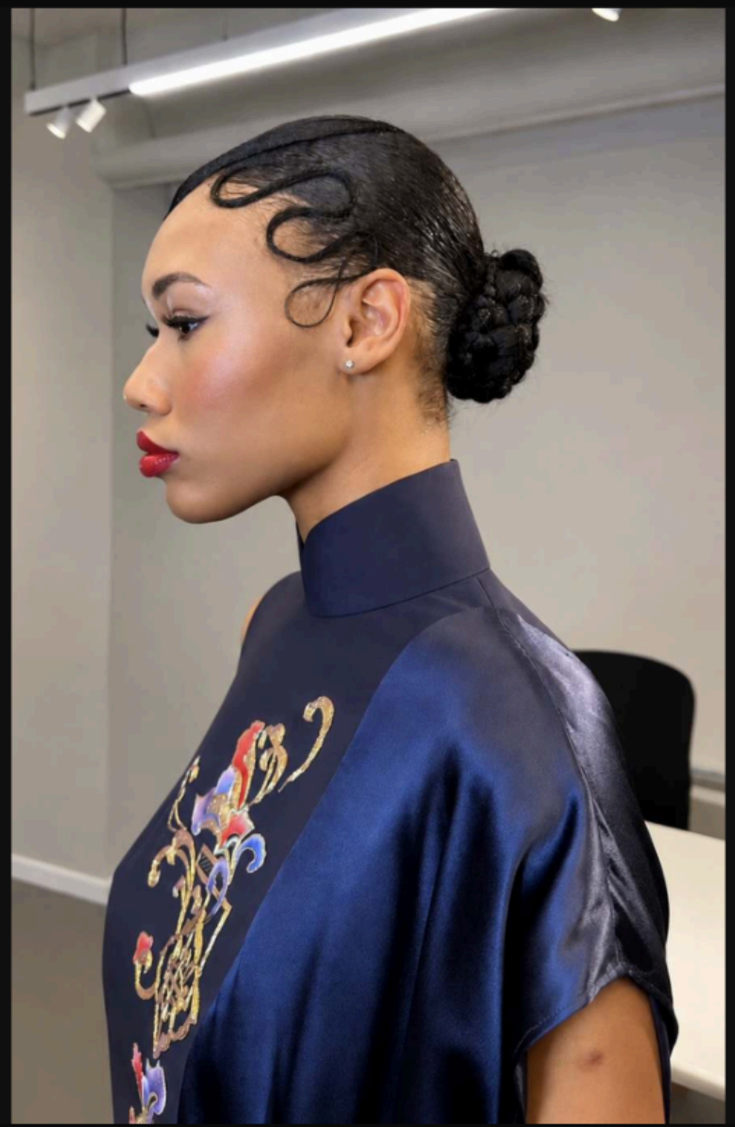
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|---|---|---|---|---|---|
| *3* | SHOWS | *78* | ARTIST ASSIGNMENTS | *0* | BEAUTY DELAYS |

**PRODUCT PARTNERS**

| | | | |
|---|---|---|---|
| **amika** | **Ardell** | **Kate Somerville** | **ECRU** |
| **Cricket Tools** | **Pacifica** | **Kizen** | **Salon Perfect** |

# THE VISION.
# THE TEAM.
# THE RUNWAY.

From concept development to the final backstage touch-up, Major Face delivered beauty leadership at every stage.



## LET'S BUILD YOUR NEXT BEAUTY EXPERIENCE.

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