

Makeovers *with* Namrata Soni

With a career spanning over two decades, celebrity makeup artist Namrata Soni shares key beauty insights and expert tricks from styling Bollywood icons and luxury brands

Words | Bindu Gopal Rao

What can participants take away from the Mantri Beauty Affair masterclass?

This session focuses on understanding the theory and logic behind makeup methods. I am sharing practical, red-carpet techniques that anyone—enthusiasts, creators, or aspiring artists—can easily replicate. I want participants to leave feeling inspired, confident, and eager to experiment with their own unique features.

How has red carpet beauty evolved over the last five years?

It has become significantly more personal and authentic. The previous focus on intense glamour has shifted toward skin that looks natural and makeup that enhances personality rather than merely chasing trends. The most successful red-carpet moments are those where the individual shines through, not just the proucts.

What techniques ensure flawless skin-first beauty both on camera and in person?

Flawless makeup requires thorough skin preparation. I dedicate significant time to hydration, massage, and analysis. Using lightweight layers instead of heavy foundation ensures the skin looks natural. Strategic



Namrata Soni

“I spend as much time preparing the skin as I do applying makeup”

Renowned celebrity makeup artist Namrata Soni recently conducted an exclusive beauty masterclass at Bengaluru’s Mantri Square Mall. She shared signature techniques, trend-focused looks, and expert application secrets. Excerpts from her conversation with StyleSpeak:

concealing works better than full-face coverage, producing excellent results in person and on camera.

How do you balance enhancement and realism for an authentic look?

My goal is always to accentuate existing features rather than cover them up. Hearing that a client looks like an elevated version of themselves is the ultimate compliment. True beauty emerges when makeup celebrates unique character and builds personal confidence.

Which viral social media beauty trends work, and which should be ignored?

Social media makes beauty accessible, but trends are not universal. Skin tinting, cream blush, and soft layering are excellent, lasting additions. However, trends involving excessive product for short video clips fail in daily life and are best left online.

How have high-definition cameras altered your product layering method?

Modern HD cameras demand a minimalist approach. Heavy formulas fail under close scrutiny. I now favor lightweight textures and gradual, careful product building. Since skin naturally possesses texture, the objective is to work harmoniously with it rather than attempt to mask it completely.

Where does the Indian beauty industry still need to improve regarding inclusivity?

We have successfully expanded shade options for diverse Indian skin tones. The next crucial phase involves embracing diversity across different ages, face shapes, and textures. The industry must move away from singular standards to truly reflect real consumers.

What are the three most common everyday makeup errors you observe?

- Selecting the incorrect foundation shade.
- Over-applying product instead of building it up gradually.
- Neglecting essential skin preparation, which ultimately compromises the final look regardless of product quality.

What trends will define the next generation of beauty?

The future lies in combining AI personalisation, skincare-infused cosmetics, and sustainable practices. Ultimately, bespoke personalisation will dominate. Consumers want tailored solutions and specific techniques that fit their particular face, skin type, and lifestyle rather than generic, copied styles.



Dimple Kapadia | Makeup by Namrata Soni

“Beautiful makeup always starts with beautiful skin”

Three quick tips to bring definition to a face?

- First, define your brows; they frame the entire face.
- Second, use blush slightly higher on the cheeks to naturally lift the face.
- And finally, curl your lashes and apply mascara.

These simple adjustments immediately provide a more awake and beautifully structured appearance.**SS**