Vessy Mineva
MAKEUP ARTIST

FOR BUSINESS

Makeup for business — portraits, events, productions

Company photo shoots · conferences and speakers · productions and interviews · team training

Sofia and across Bulgaria

17+
YEARS IN THE PROFESSION

2000+
CLIENTS

5,0 ★
FROM 74 GOOGLE REVIEWS

Red carpet
TELEVISION AND PREMIERES

WHO I AM

I don't sell makeup. I sell the confidence that your day will run to plan.

I am Veselina Mineva, a professional makeup artist in Sofia since 2009. When a company photographs its team or steps in front of a camera, the most expensive thing in the room is people's time. That is exactly the setting I work in — where there is no second take.

So my quote carries the things that rarely get written down: how many minutes one person takes, how many artists your headcount needs, what I bring and what you provide. That is the difference between “a makeup artist will be there” and “the schedule will hold”.

WHERE I HAVE WORKED

Television productions for Nova TV, official film premieres, the Woman of the Year ceremony for Grazia magazine, red carpet and high-profile events.

Part of my work is with public figures and with company directors. **Their names are not in my portfolio and never will be** — that is how I have always worked.

- Television productions
- Official premieres
- Woman of the Year · Grazia
- Red carpet
- Advertising

WHAT I WORK WITH

Dior · Charlotte Tilbury · Natasha Denona · Make Up For Ever · Estée Lauder · Laura Mercier · and more

Cosmetics chosen for HD and 4K cameras — no light-reflecting particles that turn skin white in a photograph.

SERVICES

Four ways to work together

01

Company portraits and photo shoots

Your whole team in one day, in your office, with the same look in every frame. Separately — a full look for the directors and on-camera grooming for the men on the team.

Half day from €350 · full day from €590

02

Events, conferences and productions

A refresh station for the speakers ahead of the stage and between sessions. A beauty bar at a company party. Makeup for interviews, internal video and advertising.

From €320 for a half day

03

Team training

Not a makeup course — professional presence. Training on one specific type of makeup, business makeup for example, or a single standard for how the team looks where the brand identity is already established.

From €450 for a group of 6

04

For partners

I work with photographers, hotels, spas, event agencies and productions. Your client sees one package, one price and one contact — yours.

Terms agreed individually

Starting prices are indicative and net of VAT. The exact price comes in a personal quote within 24 hours of settling the details.

HOW I COUNT THE TIME

Three speeds — and how many people fit into one day

60 min

FULL MAKEUP

The whole look, with no detail left out. For directors, the faces of the brand and the people on the cover of the annual report.

30 min

BUSINESS PORTRAIT

Foundation, brows, lips, light contouring and a soft eyeshadow. The pace of an ordinary portrait day.

15 min

FLASH

Only what this particular person needs most. For big teams, and for the men in them — on-camera grooming.

HOW MANY PEOPLE ONE ARTIST COVERS	FLASH · 15 MIN	BUSINESS PORTRAIT · 30 MIN	FULL · 60 MIN
Half day (up to 5 hours)	up to 16	up to 8	up to 4
Full day (up to 8 hours)	up to 26	up to 14	up to 6

> For a team of twenty the usual mix is **one full makeup — the director — five business portraits and fourteen flash**. That fits exactly into one working day with one artist. On larger projects I work with a team I pick myself — and you keep one contact: me.

The numbers are for planning. The exact timing is confirmed in the quote — sometimes it runs faster than the table says.

THE DAY, HOUR BY HOUR

How a portrait day runs

30 MINUTES BEFORE THE FIRST PERSON

I arrive and set up the station

I agree the light with the photographer before the first person from the team walks in.

THE FIRST HALF OF THE DAY

People come through on a schedule with names and times

2 to 4 people an hour, depending on the speed. One no-show in the running order costs the day two people.

MIDWAY

A touch-up for the key people

The directors are photographed after a touch-up — not in makeup applied four hours earlier.

AFTER THE LAST PERSON

20 minutes to pack down

The station disappears and the room stays as it was.

I BRING

- A full case of high-end cosmetics
- Brushes and single-use consumables for every person
- A mirror and portable lighting
- Disinfectants

YOU PROVIDE

- A table and two chairs · a power socket nearby
- About 4 sq m, by a window if possible
- Access to carry the case in

HYGIENE — A SECTION IN MY QUOTE, NOT A DETAIL

- Single-use applicators and sponges for every person
- Decanting with a spatula — never straight from the pack onto a face
- Disinfection with 70 % alcohol between people

THE PROCESS

How we work — no “price on request”, no surprises

01

ENQUIRY

Write or call. If you already have a date, tell me what it is.

02

REPLY WITHIN 24 HOURS

I tell you whether your date is open. If you do not have one yet, I send you the dates I have.

03

A FEW QUESTIONS

How many people, how much time you have, where, and what exactly you need. Without those answers any quote is guesswork.

04

QUOTE WITHIN 24 HOURS

After your last answer. Exact price, number of artists, minutes per person, hours on site.

WHAT I WILL ASK YOU — THE ESSENTIALS

- How many people, and how many of them are men?
- Where — address, floor, parking?
- Is there a dress code or a set of company colours?
- Who is my contact person on the day?
- Which day, and what is the time slot?
- What are the photos for — the website, LinkedIn, the annual report?
- Sensitive skin, allergies, contact lenses?
- Is there an internal deadline for approving the quote?

Answer the ones you know — we settle the rest as we go. That saves a round of emails.

TERMS

Clear from day one

PAYMENT AND PAPERWORK

- I work through a VAT-registered company — an invoice for every service
- Payment by bank transfer, in one instalment
- The funds arrive no later than 7 days before the first booking
- Prices for business clients are net; VAT is added on the invoice

THE WORKING DAY

- The standard working day is 8 hours
- I arrive 30 minutes before the first person
- On larger projects — a team, with a written schedule before we confirm

CANCELLATION AND RESCHEDULING

- More than 7 days ahead — cancel freely, nothing is owed
- The date can be moved once, free of charge, with more than 14 days' notice
- Under 7 days — the date does not move; on cancellation part of the fee is retained
- If the booking falls through on my side — I refund everything and help you find a replacement

> How it is accounted for: an invoice to the company for a service performed — you pay a supplier, not the employee. For training I attach a written programme for the session. The final word, of course, belongs to your accountant.

Tell me what the occasion is.

A team photo shoot, a conference, a production, a training session — then how many people, when and where.
Those four things are enough for me to give you a real answer.

+359 887 291 461

vessy.mineva@gmail.com vessymineva.com/en/business @vessymineva

I reply within 24 hours — with the dates I have open, or confirmation of yours.
The quote comes within 24 hours of settling the details.

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Beauty is an art