



## Edward Cruz, Makeup Artist

[www.cloutierremix.com/edwardcruz](http://www.cloutierremix.com/edwardcruz)

The world of professional makeup was an early dream of Edward Cruz. After growing up in the bustling metropolis of San Francisco, Cruz left the warmer west coast for the Big Apple and a job opportunity at the Christopher Street MAC store. After becoming comfortable with the celebrity and industry elite clientele, Cruz fell into an impromptu modeling career. While modeling brought an exciting rush to his life, Cruz's underlying passion for makeup and beauty brought him back behind the scenes where his creativity could truly soar.

Perfectly blending a minimalist touch with dramatic highlights, Cruz has become a staple within the world of editorial and advertising beauty. His work has been seen throughout the pages of *Glamour*, *Maxim*, *Elle* (Hungary and Mexico), *GQ* and *Vogue Spain* as he worked with high level clients such as Jennifer Lopez, Mariah Carey, Chris Brown and the queen of fashion Anna Wintour.

Beyond wowing individuals and publications, Cruz has an indescribable finesse and knowledge of the advertising beauty world. His work and knowledge has been featured in beauty campaigns for Pantene, Johnson & Johnson and Sonia Kashuk for Target, as well as within the advertisements of major companies including Neiman Marcus, Fiat and Frito Lay. Cruz is a renaissance man when it comes to the beauty industry and doesn't show any sign of slowing down. He strives to share his enthusiastic ideas and expertise in the fields of beauty, makeup and grooming with the world; doing it with one gorgeous face at a time.

Edward is represented by CloutierRemix.