MAKEUP BY ASHLEY, LLC

BRIDAL PRICING & BOOKING GUIDE



HELLO,
bride to be!

I'm Ashley, owner of Makeup By Ashley, LLC based out of Lexington, North Carolina. I am a licensed & insured bridal and event makeup artist, specializing in bridal and professional photography makeup. The wedding industry & bridal beauty is definitely a true passion of mine, as I have been in this industry for 8 years and love it more with every sweet bride I have the honor to work with.

My mission is for my brides and their loved ones feel like their most glamorous and beautiful self on such an important day. Creating a luxurious, stress-free, and fun experience that clients will never forget. Being a part of a bride's wedding day truly is such a beautiful honor that I am incredibly grateful for.

This guide has been created to give you as much information as possible for booking your wedding day glam. However, please always feel free to reach out and ask any questions you may have.

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“I DID A TRIAL RUN AT ASHLEY’S HOME STUDIO A MONTH BEFORE MY WEDDING AND ABSOLUTELY LOVED HER COLOR CHOICES AND SKIN MATCHING. SHE WAS SUPER WELCOMING AND AS SURE TO ASK ME MY PREFERENCES AND COMFORT LEVEL WITH EVERYTHING SHE DID.
I WAS SO HAPPY WITH MY MAKEUP ON MY WEDDING DAY AS WERE THE REST OF THE LADIES IN MY PARTY. SHE IS SO PROFESSIONAL AND DOES AN ABSOLUTELY GORGEOUS JOB! HIGHLY RECOMMEND!”

THE BRIDAL EXPERIENCE

all about the bride

THE DAY OF — $200

Luxury skin prep, full makeup application, false lashes, décolleté hydration & body glow, touch up kit, the total glam experience for your wedding day.

PRE-WEDDING SESSIONS — $120

*Makeup session for any pre-wedding occasions hosted in-studio. (Engagement Photos, Bridal Shower, Bridal Portraits, etc.) *On-location is available, but may require a travel fee.*

BRIDAL PREVIEW — $150

A detailed & customized consultation and full makeup application to perfect your wedding day look. All products & photos will be documented to replicate on wedding day.

BRIDE ONLY PACKAGE — $600

Saturday/Sunday exclusivity to Makeup by Ashley for your wedding day, no bridal party or other guests receiving services on the day of. Package includes wedding day makeup & (1) pre-wedding service.

Previews (also known as a trial run) are considered an add on to the bridal package and are not reflected in the contact due to scheduling. This includes a consultation, makeup application, any revisions, and false lashes. Previews are booked for up to two hours and hosted in-studio in Clemmons, NC.

THE BRIDAL PARTY

friends and family services

BRIDESMAIDS — $120

Skin prep, full makeup application, & false lashes for your maid/matron of honor and bridesmaids.

THE MOMS — $120

Full makeup application catered to the mother of the bride/groom & grandmothers.

JUNIOR BRIDESMAIDS — $65

Soft glam & age appropriate makeup for your junior bridesmaids. (AGES 12+)

FLOWER GIRLS — $25

Age appropriate makeup for the flower girl(s). This includes a small amount of blush, eye shimmer, & lipgloss.

Any member of the bridal party of a booked bride is eligible for a makeup preview/trial run upon request. This is an add-on to the pricing and is $120 per appointment and hosted in-studio.

part one:

POLICIES & INFORMATION

BOOKING REQUIREMENTS

A $75.00 booking deposit and signed contract are both required in order to reserve your wedding date. By completing these requirements, your booking will be confirmed on my calendar. This provides exclusivity to Makeup by Ashley, LLC for your wedding date. The deposit will be applied to your final wedding day balance. An accurate and confirmed service count for the total number of makeup applications is required upon booking.

PROPOSAL & CONTRACT

A customized proposal and detailed contract will be sent to you at your request through my client management system. In this proposal, you will be able to view all services requested, pricing, along with a contract to sign. A signed contract is required to secure the booking. *Dates remain available until both the contract and booking fee are completed.

SERVICE MINIMUM

Premium and high-demand dates during peak wedding seasons may require a service minimum to reserve the booking. By meeting the minimum, you will receive exclusive access to Makeup By Ashley for the date. Every situation and event is different, so please inquire for more information regarding your date.

ON-LOCATION TRAVEL

I am available to travel on-location to your wedding day getting ready site. I travel 20-miles outside of Lexington, NC free of charge, and calculate the remainder of travel at $0.75 per additional mile.

PAYMENT

The final balance for all services is due TWO WEEKS (14 days) before the contracted date in one collective payment. Individual and separate payments for services are not accepted. The person(s) responsible for the entire balance of payment is the person(s) whose name(s) appear on this contract. All deposit or retainer fees are completely non-refundable. Payment may be made through your invoice in booking system, Credit/Debit Card, Apple Pay, Venmo, or Cash/Check.

part two:

POLICIES & INFORMATION

BRIDAL PREVIEWS / TRIAL RUNS

Although previews are not required, I highly recommend scheduling one before your wedding day. It is a perfect time for us to meet and perfect your desired bridal look. I suggest booking your preview 1-2 months prior to your wedding date to ensure the look is accurate. These previews are approximately 2 hours long and are scheduled in-studio at my location in Lexington, NC. Any member receiving makeup service on your wedding day can schedule a preview. *Off-site location quoted upon request.

OPERATIONAL FEES

Relocation for the "getting ready site" will require a $100 fee.
Bookings for major holidays and holiday weekends will be charged a $100 fee.
Early start times contracted before 7:00AM will be charged a fee of $50 per hour. (This includes travel time from my location to the destination of services.)

STAYING FOR TOUCH-UPS AFTER

Want to book me to stay longer after you say "I do" to ensure you look and feel your best throughout the evening? This add-on service includes unlimited touch ups for the bride along with anyone who received a makeup service on the wedding day.
Rates begin at $120/hour from the contracted ready-by-time.

ADDITIONAL ARTISTS

If a second makeup artist is required, a $150 fee will apply. (This is up to the discretion of the makeup artist, depending on the size and time frame for the bridal party.) Typically a second artist is needed for parties over 6 or if the window for getting ready time is short. This fee ensures that I am able to book another trusted artist for your wedding day.

CANCELLATIONS

Cancellations must be made at least ninety (90) days prior to the client's reserved date or the client will be responsible for paying the full amount of services agreed upon in the contract. No exceptions.

ADDITIONAL POLICIES AND INFORMATION ARE LOCATED IN THE BRIDAL MAKEUP CONTRACT, PLEASE REVIEW CAREFULLY WHEN BOOKING & ALWAYS ASK FOR ANY QUESTIONS/CONCERNS.

"NOT ONLY IS ASHLEY THE BEST MAKEUP ARTIST YOU COULD ASK FOR ON YOUR WEDDING DAY, SHE IS THE BEST BRIDAL HYPE GIRL EVER. SHE MADE ME FEEL LIKE AN ABSOLUTE QUEEN ON MY WEDDING DAY: MAKING SURE THAT EACH DETAIL OF MY FACE WAS PERFECTION, ENSURING THE GLAM TEAM WAS A WELL ORGANIZED MACHINE AND SAYING ALL THE RIGHT THINGS TO CALM MY DAY-OF NERVES. I CANNOT RECOMMEND HER ENOUGH FOR YOUR SPECIAL DAY! THE ABSOLUTE BEST."