



Best Make-Up Service & Photography Studio 2017

The Lipstick Make Up Institute & YH Studios was created to represent the connection between media and make up in a stylish, fashionable and unique way, offering a range of courses and services to its wide range of clients. Yasmin Hussain talks us through the firm and the solutions it offers.

The Lipstick Make Up Institute & YH Studios has had a tremendously, consistent and successful growth in the UAE, over a short time frame, of which Yasmin is incredibly proud.

“Since inception, The Lipstick Make Up Institute & YH Studios has become a household name in the industry and our international coverage extends from magazines, to international TV. We offer our students the ability to engage on an international level with our professional makeup artists. Unlike other institutes, our students become involved in the success of the business. The added bonus to all students is receiving their own personalized professional portfolio of their work that they have done on the models. I personally have interviewed so many professional makeup artists some whom have been in the field for over 10 years and they do not have their own portfolio. Providing a personalized portfolio for each student has become the USP of The Lipstick Make Up Institute & YH Studios. This helps our students in having an advantage in this competitive market.

“Being a makeup institute coupled with a full-service business offering photography, videography and other related industry scopes, makes us versatile and a reliable one stop

shop for many of our high-profile clients.”

Overall, Entrepreneurship and leadership runs through Yasmin’s veins. With it comes determination, innovation, and a vision and desire to act swiftly. In addition, she has a passion for Dubai and is keen to share the benefits of the region with us.

“Key terms of the long-term success of the Emirates are innovation, creativity and disruptive ideas combined with leadership and entrepreneurship. In fact, it could be argued that the visions and ideals of the country are built on these same pillars as mine and The Lipstick Make Up Institute & YH Studios.

“Since I moved to Dubai four years ago I have been determined to give my business the dedication it deserved, as I really wanted to make it a success, and I have been fortunate enough to have carefully chosen a good team where we all work as family to taste the success of The Lipstick Make Up Institute & YH Studios. We have learnt each other’s idiosyncrasies ways of working and we work and complement each other. As we continue to expand, I continue to select the team that add value to the company and to their personal development.”

These staff are the centrepiece of the firm, as they provide the service on which Yasmin’s

strategy is based, as she explains.

“My business strategy is to stay positive, inspire your team and work hard. Trying every which way to bring business in and stay original. A happy team means happy customers and happy customers mean that your reputation spreads and word of mouth means happier and content customers, which is so good for self-esteem and the soul.

“Since I opened YH Studios in November 2012, my clientele has been faithful to me and always come back and always recommend me to their friends and family. This is always the best option in any industry but I find more so in Dubai. Our clients know 100% that they will get a very professional service and the secret of success I feel is consistency.

“Our customers know when they come to the studio that it is always a very chilled and cool atmosphere with chill out or reggae music playing and no matter how stressed they might be, once they walk through my doors they will relax immediately. They are greeted by the team then one of the makeup artists will discuss as to what style of makeup they would like, as this is included with every single photo-shoot we do, giving them even more time to relax before then entering the studio.

“They will then have a consultation about their requirements and the shoot will be done according to their requests. We treat everyone as an individual. We then will choose the best photographs, in house graphic designers or myself will edit them and then the customer chooses an appropriate time that is convenient for them to come back and view them. It is a very simple operation but also incredibly effective.”

Looking to the future, Yasmin is excited for the firm’s ongoing growth and success as she looks to expand and grow in order to serve a wider range of clients.

“For the future of my companies I am keen to be able to offer a great service to all of my clients. As such, I am will ensure that my students from the institute achieve the maximum they can and my customers from photography to leave with memories that they will treasure.

“The diversity of the business allows it to grow and enables me to keep enjoying what we do because honestly it does not feel like a job even though I regularly work seven days a week. I love it and as my motto says on the wall in reception, ‘Love what you do and do what you love’. This will be our ongoing focus as we look towards a bright and exciting future.”



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