

1. Record Nr.	UNINA9910157557003321
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Titolo	Max factor and Hollywood : a glamorous history // Erika Thomas ; photos by Marc Wanamaker
Pubbl/distr/stampa	Charleston, SC : , : The History Press, , 2016
ISBN	1-4396-5875-7
Descrizione fisica	1 online resource (144 pages)
Disciplina	338.766855092
Soggetti	Film makeup Cosmetics - California - Los Angeles - History Hollywood (Los Angeles, Calif.) Biography California Los Angeles California Los Angeles Hollywood United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	From opera hair to the World's Fair -- Cinemotographe -- Greasepaint -- A brand-new name -- Makeup goes mainstream -- Society make-up -- Pan-cake -- Creating beauty -- The glamour factory -- For rent -- Kiss and makeup -- A beauty retrospective.
Sommario/riassunto	When Polish wigmaker and cosmetician Max Factor arrived in Los Angeles at the dawn of the motion picture industry, "make-up" had been associated only with stage performers and ladies of the oldest profession. Appalled by the garish paints worn by actors, Factor introduced the first "flexible" greasepaint for film in 1914. With a few careful brush strokes, a lot of innovation and the kind of luck that can happen only in Hollywood, Max Factor changed the meaning of glamour. His innovations can be experienced in every tube of lipstick, palette of eye shadow and bottle of nail lacquer used today. Join author Erika Thomas as she reveals the makeup guru's expert beauty tips and the story of how he created the most iconic golden-era looks that are as relevant today as they were nearly a century ago.