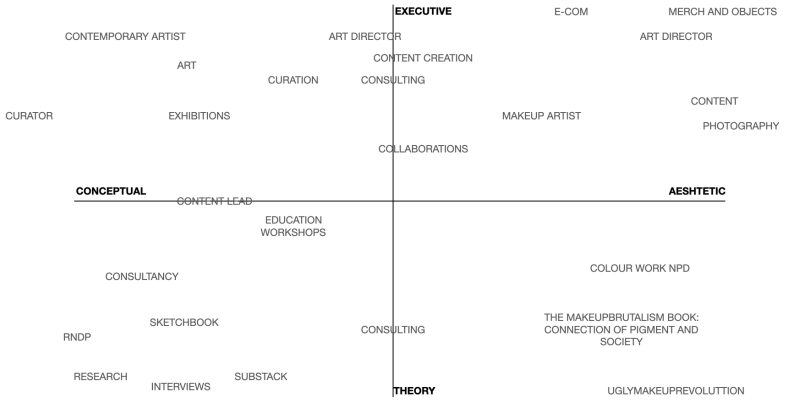
ESZTER MAGYAR



PROFESSIONAL PROFILE

ESZTER MAGYAR (12.07.1988, BUDAPEST) IS A LONDON-BASED CONCEPTUAL ARTIST, ART DIRECTOR AND CREATIVE CONSULTANT WITH OVER 15 YEARS OF EXPERIENCE ACROSS VISUAL CULTURE, BEAUTY, FASHION AND CREATIVE INDUSTRIES. WITH A BACKGROUND IN PROFESSIONAL MAKEUP ARTISTRY, SHE HAS DEVELOPED A MULTIDISCIPLINARY PRACTICE COMBINING CONCEPTUAL THINKING, VISUAL STORYTELLING, ART DIRECTION AND CULTURAL COMMENTARY. HER WORK MOVES BETWEEN COMMERCIAL IMAGE-MAKING AND CONTEMPORARY ART, EXPLORING HUMAN AESTHETICS, IDENTITY, BEAUTY STANDARDS AND SOCIAL PERCEPTIONS THROUGH EXPERIMENTAL VISUAL LANGUAGE.

ART DIRECTION, ART & BEAUTY EXECUTIVE, CONSULTANCY

EXIST BEAUTY

ART & BEAUTY EXECUTIVE / ART DIRECTOR
FEBRUARY 2025 – NOVEMBER 2026 | FULL-TIME

- LED ART DIRECTION ACROSS INTEGRATED CAMPAIGNS, E-COMMERCE AND 360° BRAND COMMUNICATIONS.
- DEVELOPED CAMPAIGN CONCEPTS, VISUAL NARRATIVES AND CREATIVE APPROACHES.
- LED TALENT SOURCING AND CASTING.
- CONTRIBUTED TO NEW PRODUCT DEVELOPMENT, WITH A FOCUS ON COLOUR AND TEXTURE.
- DEVELOPED AND CURATED THE BRAND'S PRODUCT PORTFOLIO FOR ITS FIRST TWO YEARS.
- CONNECTED PRODUCT DEVELOPMENT, BRAND IDENTITY AND VISUAL COMMUNICATION THROUGH A COHESIVE CREATIVE VISION.

THE UNSEEN BEAUTY

ART DIRECTOR
MARCH 2023 – APRIL 2024 I FULL-TIME

- DIRECTED ARTISTIC PROJECTS AND DEVELOPED COHESIVE VISUAL NARRATIVES ACROSS CAMPAIGNS.
- MANAGED AND CURATED CREATIVE TEAMS.
- LED VISUAL CONTENT DEVELOPMENT AND ART DIRECTION.
- CONTRIBUTED TO PRODUCT RESEARCH, TESTING AND DEVELOPMENT.

ART DIRECTOR
OCTOBER 2022 – MARCH 2023 I PART-TIME

- SUPPORTED THE DEVELOPMENT OF CREATIVE STRATEGIES, CAMPAIGN CONCEPTS AND VISUAL STORYTELLING.

CREATIVE ADVISOR
OCTOBER 2021 – OCTOBER 2022

- LED CREATIVE DIRECTION AND CONSULTANCY AT THE INTERSECTION OF BEAUTY, TECHNOLOGY AND ART.
- DEVELOPED INNOVATIVE BEAUTY CONCEPTS TO STRENGTHEN BRAND IDENTITY AND MARKET POSITIONING.
-

FREELANCE ART DIRECTOR
2021–PRESENT

DEVELOPED AND EXECUTED CREATIVE CONCEPTS AND VISUAL DIRECTION FOR BEAUTY, FASHION AND EDITORIAL PROJECTS. CONTRIBUTED TO THE DEVELOPMENT OF VISUAL IDENTITIES, CAMPAIGN CONCEPTS AND CREATIVE ASSETS, WORKING CLOSELY WITH CLIENTS AND CREATIVE TEAMS TO ENSURE A COHESIVE APPROACH ACROSS ALL STAGES OF PRODUCTION.

SELECTED CLIENTS & COLLABORATIONS:

VICO SKIN, IT'S ALL FLUFF, VOGUE UKRAINE, SPECIAL GUEST, NIMBI, MOUSSE, ROUGE FASHIONBOOK CHINA.

CONTENT LEAD, CONTENT CREATION, MAKEUP ARTISTRY

CONTENT CREATION, FREELANCE
BERLIN I LONDON I 2020–2026

DEVELOPED ORIGINAL CONTENT AND DISTINCTIVE VISUAL CONCEPTS FOR INTERNATIONAL BEAUTY AND LIFESTYLE BRANDS. APPROACHED CONTENT CREATION AS A CREATIVE PRACTICE, BRINGING MY OWN ARTISTIC PERSPECTIVE TO EACH COLLABORATION WHILE RESPONDING TO THE BRAND'S IDENTITY, VALUES AND CREATIVE DIRECTION. SELECTIVE ABOUT THE BRANDS I WORKED WITH, I PRIORITISED CREATIVE FREEDOM, SHARED VISUAL SENSIBILITIES AND THE

OPPORTUNITY TO CREATE WORK THAT MOVES BEYOND CONVENTIONAL, PRODUCT-LED CONTENT.

SELECTED CLIENTS:
GUCCI BEAUTY, VICTORIA BECKHAM BEAUTY, BYREDO, FARFETCH,, ABOUTFACE, MAKE UP FOR EVER, KARA BAGS, THE UNSEEN BEAUTY, 19/99, GUN ANA, ISAMAYA BEAUTY, STARFACE, PLAYTRONICA ETC.

2022 — 2025 – THEROSTER MNG, WORLDWIDE I VISUAL CREATOR
2022 — 2026 – CREAM CREATORS, LONDON I VISUAL CREATOR
2022 — 2023 – ONE, NEW YORK I VISUAL CREATOR
2022 — 2026 – MODELWERK, GERMANY I TALENT BOARD
2024 — 2026 – ASG, PARIS I VISUAL ARTIST

MAKEUP ARTIST, FREELANCE

BUDAPEST I BERLIN I MUMBAI I LONDON 2011–2020

WORKED ACROSS FASHION CAMPAIGNS, EDITORIALS, E-COMMERCE AND COMMERCIAL PRODUCTIONS, COLLABORATING WITH FASHION BRANDS, PHOTOGRAPHERS, STYLISTS AND CREATIVE TEAMS. BALANCED HANDS-ON MAKEUP ARTISTRY FOR BOTH CREATIVE AND COMMERCIAL SHOOTS WITH AN GROWING INVOLVEMENT IN THE CREATIVE DEVELOPMENT AND VISUAL DIRECTION OF IMAGE-MAKING, LAYING THE FOUNDATIONS FOR MY LATER TRANSITION INTO CONTENT CREATION AND ART DIRECTION.

SELECTED CLIENTS & PUBLICATIONS:
NANUSHKA, FILA, SPEEDO, VOGUE ITALY, VOGUE BRASIL, HARPER'S BAZAAR UKRAINE, HARPER'S BAZAAR INDIA, L'OFFICIEL UKRAINE, ELLE HUNGARY, ELLE BRASIL, NUMÉRO RUSSIA, PAPER, KING KONG, VANITY TEEN, W MAGAZINE, PARAMOUNT PICTURES ETC

2016 — 2017 – INEGA AGENCY, INDIA I MAKEUP ARTIST
2019 — 2020 – MAAR COLLECTIVE AGENCY, BERLIN I MAKEUP ARTIST

2022 – FASHION AWARD HUNGARY, WINNER
2023 – ELLE AWARDS, NOMINATED

STYLING ASSISTANT, PERSONAL ASSISTANT

ELLE HUNGARY, ELLE DECOR HUNGARY I FREELANCE

BUDAPEST, 2009–2011

ASSISTED WITH EDITORIAL AND BAZAAR PHOTO SHOOTS, INCLUDING THE SELECTION, COLLECTION AND RETURN OF GARMENTS AND ACCESSORIES. SUPPORTED ON-SET STYLING AND EDITORIAL PRODUCTION, MANAGED THE FASHION ARCHIVE, COORDINATED SAMPLE SELECTIONS AND RETURNS, AND LIAISED WITH SHOWROOMS AND WAREHOUSES.

EDUCATION

2020 – MOMA X COURSERA, "MODERN ART AND IDEAS", ONLINE
2013 – CHICO CIHAN ACADEMY, MAKEUP & HAIR, BERLIN
2011–2012 – KREA DESIGN SCHOOL, PROFESSIONAL MAKEUP, BUDAPEST
2009–2011 – NOVUS ART SCHOOL, ART HISTORY, BUDAPEST

SELECTED PROJECTS & EXHIBITIONS

EXHIBITIONS

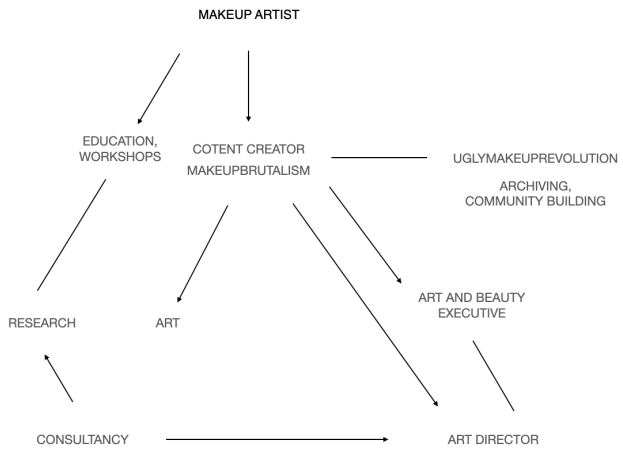
2026. – PRETTY WOMAN, MOM ART SPACE, HAMBURG
2025 – PRETTY WOMAN, DOXA, BUDAPEST
2025–2026 – THE CULT OF BEAUTY, CCCB, BARCELONA
2024 – EASTERN EUROPEAN ACCENT, CAPA CENTER, BUDAPEST
2024 – ECHOES WITHIN, EAST SLOVAK GALLERY, KOŠICE
2024 – ALONG COMMON BORDERS, AQB PROJECT SPACE, BUDAPEST
2023–2024 – THE CULT OF BEAUTY, WELLCOME COLLECTION, LONDON
2022 – PRIVATE SHOW, THE UNSEEN GALLERY, LONDON
2021 – UN, GROUP EXHIBITION, ONLINE
2020 – NEO SHIBUYA TV, 15 SEC MUSEUM, TOKYO

EDITORIALS I CONCEPT & PHOTOGRAPHY

2023 – HOLD ON ZINE, PRINT
2022 – ROUGE FASHIONBOOK, CHINA, "CRIME SCENE", PRINT
2022 – ROUGE FASHIONBOOK, CHINA, "CAPTCHA", ONLINE
2021 – GLAMOUR BOOK, PRINT
2021 – NASTY MAG, "OVERTHINKING UNDERESTIMATING", ONLINE
2021 – TUSH, ONLINE
2020 – BRICKS MAGAZINE, ONLINE
2020 – WRPD MAGAZINE, ONLINE

WORKSHOPS, MASTERCLASSES & PANELS

2023 – ‘MAKEUPBRUTALISM’, ART HUB, BUDAPEST
2023 – ‘MAKEUPBRUTALISM’, KREA, BUDAPEST
2022 – THE UNSEEN PANEL, LONDON
2021 – LSMM, MAKEUPBRUTALISM DEMONSTRATION, LONDON
2019 – NIBIRU, ‘BUILDING CHARACTER VIA PAINT: THE ACT OF MOTION’, BUDAPEST
2018 – KREA, ‘MAKEUPBRUTALISM: WHY INSTEAD OF HOW', BUDAPEST



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