

Beauty Expert and YouTube Star Eman Signs With Maker Studios

LOS ANGELES, CA, USA, April 29, 2014 /EINPresswire.com/ -- Eman Raouf, one of Canada's leading beauty experts and social media stars, has announced her signing with Los Angeles-based digital content creator Maker Studios.

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The deal with Maker Studios allows Eman to pursue a host of new collaborations with top brands and leading entertainment clients, she said. The multichannel YouTube network has recently been acquired by Disney for \$500 million.

"It's huge," Eman said of the Makers deal. "On my own I was able to do so much but they have access to a global clientele on a much bigger level."

Not that Eman is any stranger to international audiences. Her popular makeup tutorials and styling videos have racked up more than 32,000,000 views on YouTube, with more than 250,000 fans subscribed to her "Makeup By Eman" YouTube channel. Eman's tutorial on replicating "Glee" star Lea Michele's smoky-eyes look notched 7.2 million views alone.

"I recognized the power of being able to connect with the audience and how much it can influence your work," Eman said. A YouTube Partner, Eman noticed early on that her fans would often seek out the products she mentions in her videos. In response, she started her own successful line of makeup applicators by the name of Mint Brushes.

"She is undoubtedly among the best in her field," said Stephanie White, art director of Canadian Living Magazine. "Our editors constantly request her because of her reliability and highly accomplished track record."

Eman, originally from Cairo, Egypt, left behind a successful career in finance to pursue her passion as a Toronto-based makeup artist and beauty stylist. She quickly separated herself from the crowd with an uncanny gift for social media and her ability to deftly replicate most any celebrity look, from Kim Kardashian to Rihanna.

"It's the art of transformation," Eman said. "It makes such a huge impact on the way people feel –

I love seeing people's reactions."

Eman's long list of celebrity clients ranges from Sandra Oh and Kristin Kreuk to 2012's Miss World Canada. She has collaborated with a host of publications from New York Magazine to Reader's Digest, and she recently lent her hair and makeup talents to ad campaigns from heavy-hitters such as Gucci and Ford Motor Co. Regardless of the client, "I excel at executing exactly what they're looking for," said Eman.

Last year Flare Magazine named Eman one of the Top 10 Canadian Beauty Bloggers to Know, while Fashionista called Eman's Kim Kardashian makeup tutorial one of YouTube's 10 Best Makeup Tutorials. With accolades like that, it's easy to understand why StyleSpy.com referred to her as a "YouTube superstar."

For more information, visit emanmakeup.com or email info@emanmakeup.com.

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