

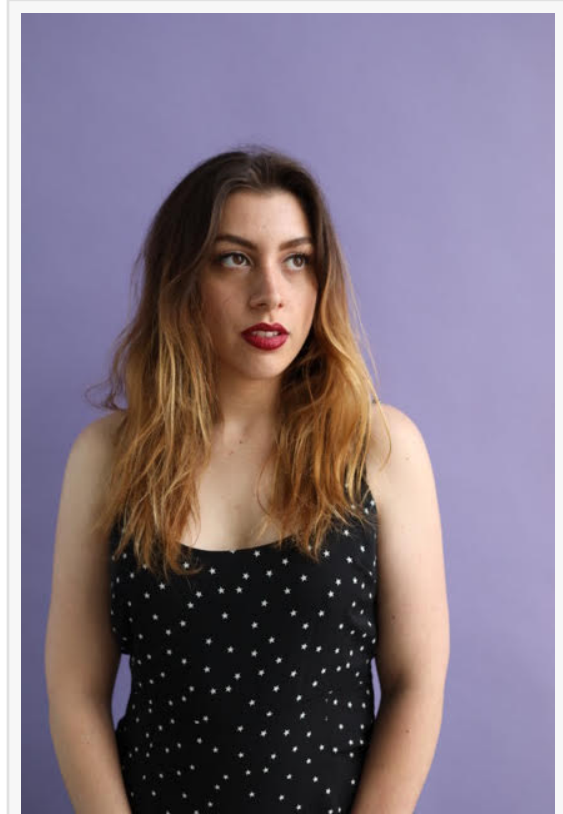
Fashion's New Feminism Brings Back Feminine Beauty--Reports Beauty Expert Omayma Ramzy

Fashion's New Wave of Feminism Brings Back Feminine Beauty, reports Fashion Leader and Makeup Artist to the Stars Omayma Ramzy.

MALIBU, CALIFORNIA, USA, October 2, 2017

/EINPresswire.com/ -- The Fashion World's latest New-Wave of Feminism is turning former norms on its head. The fashion runways, magazines, pop stars, rock stars, college kids, high schoolers, Netflix, and Instagram, are all leading the way in the new revolution. Women are in power; and they are no longer afraid to wear lipstick and heels--despite the fact that in the past, women had to hide their sex appeal to be taken more seriously.

Fashion Expert and Makeup Artist to the Stars Omayma Ramzy explains what's happening, as follows; To begin, the Beauty Leader backs up the recent reports in 'Harper's Bazaar,' that the current trend in makeup is a playful look. "Glitter is a massive trend," Omayma says, with "strong pigment, like graphic makeup, and playing with shape." She says that this can be seen on the current runway shows, which are a big influence. Omayma adds that this "influence with pop culture, and coming in to a New Year, we will see this very playful trend continue." she says that "The biggest influence of people looking for something new, can be seen with Moschino, and Valentino, for example, with new, big, strong influences that are playing with makeup being fun, of the moment, and wanting something playful."



Beauty Expert and Makeup Artist to the Stars Omayma Ramzy, Photo credit: Elena Kulikova

When pressed on where she sees this trend emerging from, and why, Omayma provides insight, stating, "As women, now we are empowered in quite a feminine way, which is a very unique way." When asked why this new wave of femininity in fashion has returned, Omayma reveals, "It is not the first time, but it is at a time now when women are empowered, and can be considered really to be taken seriously." Before, Omayma adds, "women had to collude their femininity. For a long time, women had to act like men, or be masculine, to be treated as equal. Women don't have to do that now. They can be feminine--and be equal!" The business leader continues, "Fashion is Communication, and Makeup is a Conversation!" Omayma says, "The new trend screams, 'Dare to be Beautiful!'"

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Omayma Ramsy

Omayma says that this new wave of feminism in fashion is occurring now because of numerous reasons. One she says, is that "There are more leaders in various areas of industry where feminism is being pushed so heavily." Secondly, she adds, "Role models who are women, and who are also very feminine, are vocally saying, 'We are women, and we want to be taken seriously as women, without losing our femininity!'"

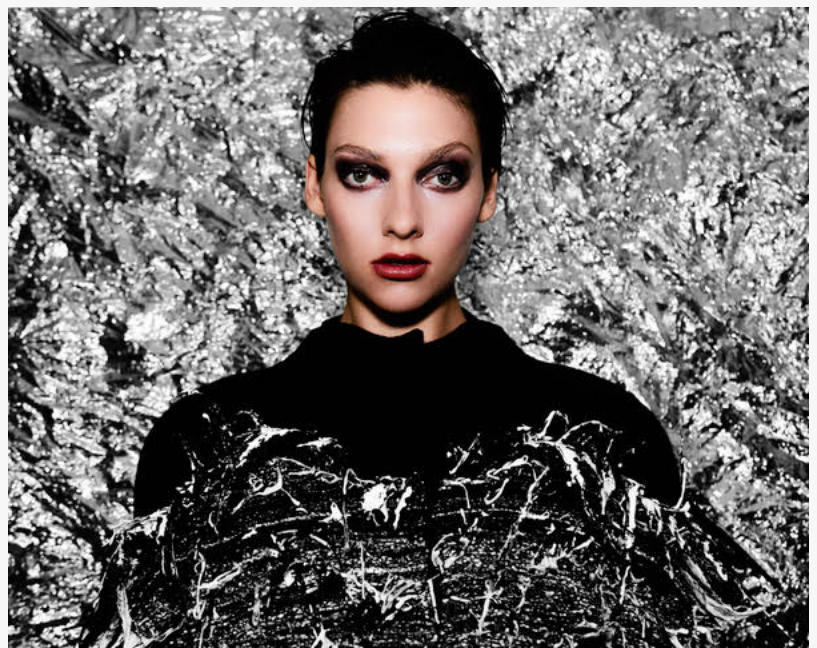
When asked about what specific opinion leaders helped make this happen, Omayma provides a fascinating insight, stating, "This new vision comes from many, many women." She continues, "In a time where social media is having such a strong influence over society, in a way, it is 'all' women, who are using their voice to be heard!"

Omayma reminds, "Feminism is about a woman having the freedom to 'choose' what she wants to do, and be treated equally." She adds, "All women are beautiful, and that is what I love to celebrate in my work, to validate the 'natural beauty' that all women have."

About Omayma Ramzy

Beauty-World business leader and Celebrity Makeup Artist Omayma Ramzy recently expanded from her homeland of London, England, trailblazing as an international artist, and in high demand. As controlling President and CEO of her own leading edge Makeup and Styling Company, Omayma still makes the time to work herself as one of the top few, Lead Makeup Artist's to the Stars, serving many of the biggest designers and top production companies in the world.

The Award Winning international talent behind the scenes has done makeup on a myriad of stars including Leah Thompson (Back to the Future), Georgie Flores (Famous In Love), Jessica Gomes (Sports Illustrated Swimsuit Model), Jade & Tanner Tolbert (The Bachelor), and Marisol Nichols (Riverdale), among others. She recently did makeup for the film "Anthem," starring Peyton List and Cameron Monaghan, as well as "External Living," directed by fashion photography heavyweight Ben Cope, among others. The star Makeup Artist recently wrapped both makeup and hair on Sofia Vergara's sexy new underwear line "Empowered by You," coming soon for girls to stores world-wide.



Makeup by Omayma Ramzy, Model: Jaida Bentley, Photography by Lloyd Galbraith.



Makeup by Omayma Ramzy, Model: Jaida Bentley, Photography by Lloyd Galbraith.

Omayma Ramzy has also done commercial work for global brands including; Sparkling ICE, Ford, Cisco, BuzzFeed, Target, and Samsung, among many more. The Star Makeup Artist's outstanding work for national and international print publications exemplify the beauty industry, with her work as Lead Makeup Artist for magazines including; NYLON, I-D Magazine, Flaunt Magazine, and Damaged Goods Magazine--shot by Mynxii White, among others. Omayma's work on T.V. shows include KTLA, and Hollywood Today Live, and she was also recently interviewed as one of the world's leading makeup experts, for the international fashion, lifestyle and culture magazine NYLON. Her recent work on the project PRE, just earned her the coveted 'Los Angeles Film Award for Best Makeup Artist 2017.'

Visit the Official Omayma Ramzy Website at:

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