



SCULPTED
by Aimee Connolly



Aimee Connolly

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Sculpted by Aimee Connolly is an Irish beauty and makeup business with three interconnected strands - a retail platform; a makeup academy '*Sculpted. The Academy*'; and an event business.

Aimee began working in the makeup industry at the age of 16 and whilst studying in college, began freelancing for events. With a degree in Commerce and French from UCD, as well as her experience in the beauty industry, she spotted a market opportunity for a makeup product specifically designed to suit all ages and skin types that simplified the makeup process. Initially she developed a *Sculpted Highlighter & Shader Set* under the brand '*Sculpted by Aimee*'. The palette, together with a range of user-friendly makeup brushes, is currently stocked in 400 stores across Ireland with three new products to launch this year.

Building on the success of her retail products, Aimee, who completed her teacher training and assessor's certificates while doing additional training with the London School of Makeup, created '*Sculpted. The Academy*'. The Academy provides training courses for makeup novices and professionals.

Aimee runs her business from her studio in Dundrum and is kept busy with the above along with her weekly column for the Sunday World, Northern Woman Magazine and regular slot on TV3's Xpose.

Aimee is working with global manufacturers to launch the next three products with a view to building on her existing markets and entering new international markets.

www.aimeconnolly.com

