**Shoppers Stop collaborates with Malaika Arora and Daniel Bauer to create a talent show for makeup artists**

*~ Participate today and stand a chance to be among the top 5 selected by celebrity judges and influencers~*

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| * Shoppers Stop along with Malaika Arora and Daniel Bauer curate **EyeStoppers 2020** * Malaika Arora and Daniel Bauer to judge the looks * Influencers Aashna Shroff, Benafsha Soonawala, Prakriti Kakar, Sukriti Kakar, and Sushant Divgikar to assist the esteemed judges * Submit your entries from Friday 2nd October 2020 to Monday, 5th October 2020 * Click this [**link**](https://www.shoppersstop.com/lp-eyecontestentry) to register |

**National, 2nd October 2020:** One of India’s leading fashion and beauty destination, Shoppers Stop has launched a beauty talent show for makeup artists, beauty advisories and beauty influencers – **EyeStoppers 2020**. This talent hunt is aimed at giving all professional makeup artists across the country a platform to be in the spotlight and showcase their favourite trends to audiences on the digital universe.

Shoppers Stop today employs more than 1400 Make-up artists and Beauty Advisors that are trained to create looks for consumers and are popularly referred to for their expertise on the latest trends and products in the beauty space. Building on this expertise and the current trend, Shoppers Stop, has launched this talent show inviting Make Up Artists and Beauty Advisors across the country irrespective of their location to be a part of this show that will challenge them to break creative limits and go beyond functional make up.

With a highly accomplished judging panel consisting of none other than the ultimate Bollywood diva – [**Malaika Arora**](https://www.instagram.com/malaikaaroraofficial/?hl=en), and award-winning celebrity makeup artist [**Daniel Bauer**](https://www.instagram.com/danielcbauer/?hl=en), your looks will be judged by the best! Winner of Mr. Gay India 2014 [**Sushant Divgikar**](https://www.instagram.com/sushantdivgikr/?hl=en) will also assist in the jury process.

Leading influencers like [**Aashna Shroff**](https://www.instagram.com/aashnashroff/?hl=en), named Most Engaging Influencer 2019 by Cosmopolitan, accomplished VJ and actor [**Benafsha Soonawala**](https://www.instagram.com/benafshasoonawalla/?hl=en)**,** singers and sister duo [**Prakriti**](https://www.instagram.com/prakritikakar/?hl=en) and [**Sukriti Kakar**](https://www.instagram.com/sukritikakar/?hl=en), will also help identify the best of the best.

To participate in the talent show, all you have to do is simply click on this [**Google form**](https://www.shoppersstop.com/lp-eyecontestentry) to know the details. Submit a 3-minute video on the theme shared by the brand and get a chance to be featured in Malaika and Daniel’s Top 5 looks.

*“Shoppers Stop has launched modern retail in India in 1991. Over the years, we have curated and launched the best of beauty experiences from both international and domestic leaders in this category. Established international brands like M.A.C Cosmetics, Clinique, Smashbox and many more have chosen Shoppers Stop as their retail partner in India. Beauty is a very important category for our consumers with more than 50 percent of women. Our expertise in this category is attributed to the fact that we house the best brands and talent. In turn, we also ensure that this is the best place for makeup artists and beauty advisors to grow in their career and reach their highest potential. We are celebrating the brilliance of makeup artistry through a talent show that will bring together the best of makeup creativity in India. Professional makeup artists from all over India can participate and showcase their unique, out-of-the-box looks.”*, says **Uma Talreja, Customer Care Associate, Chief Marketing and Customer Officer at Shoppers Stop Ltd.**

So, hurry up and submit your entries from Friday 2nd October 2020 – Monday 5th October 2020 by clicking this[**link**](https://www.shoppersstop.com/lp-eyecontestentry).

**Who can apply\*:**

* **Any Beauty Advisor working in retail in India including stores and salons**
* **Any Make Up Artists that professionally practice makeup as independent artists or employed for any organisation**
* **Beauty influencers, who share their reviews and try on beauty products and contribute to opinion building amongst consumers**

*Please Note: \* participation is open to everyone and not restricted only to the aforesaid categories.*

The global pandemic has brought on different challenges and consumers are adapting to it in various ways. At Shoppers Stop, one of the larger trends in the beauty category is the focus on eye makeup sales; that has seen a growth of 27%. As faces get covered in masks, the Lipstick Effect is being taken over by the Eyeliner Effect. The EyeStoppers talent show is focused on the eye makeup category and will help educate consumers on the creativity in this category.

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**About Shoppers Stop Limited:**

Shoppers Stop Limited is one of the nation’s leading premier retailer of fashion and beauty brands established in 1991. Spread across 84 department stores in 47 Cities, the company also operates premium home concept stores (11 Stores), 132 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Smash box, Jo Malone and Arcelia, occupying an area of 4.5M sq. ft. Shoppers Stop is home to one of the country's longest running and most coveted loyalty program 'First Citizen'. The company’s one-of-a-kind shopping assistance service, 'Personal Shopper' is revolutionising the way Indians shop, bringing more value, comfort, and convenience to customer experiences. The brands diversified Omni channel offering spans over 500+ recognised and trusted brands across an incomparable range of products that together serve our overarching objective of delivering customer delight.

Whether you want to visit the store or shop online, Shoppers Stop has got you covered. Visit your nearest Shoppers Stop store, log on to the website www.shoppersstop.com, download the app available on Android and iOS, avail our WhatsApp services, Virtual Assistance, Home Services or simply talk to our Personal Shopper on +91-9004394244 between 11 AM and 7 PM, any day or visit bit.ly/2RWyzZy to know more.

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