



ines alpha

Digital artist
3D makeup
AR filter creator

iα

What is 3D makeup???

It's just makeup,
but in 3D :)

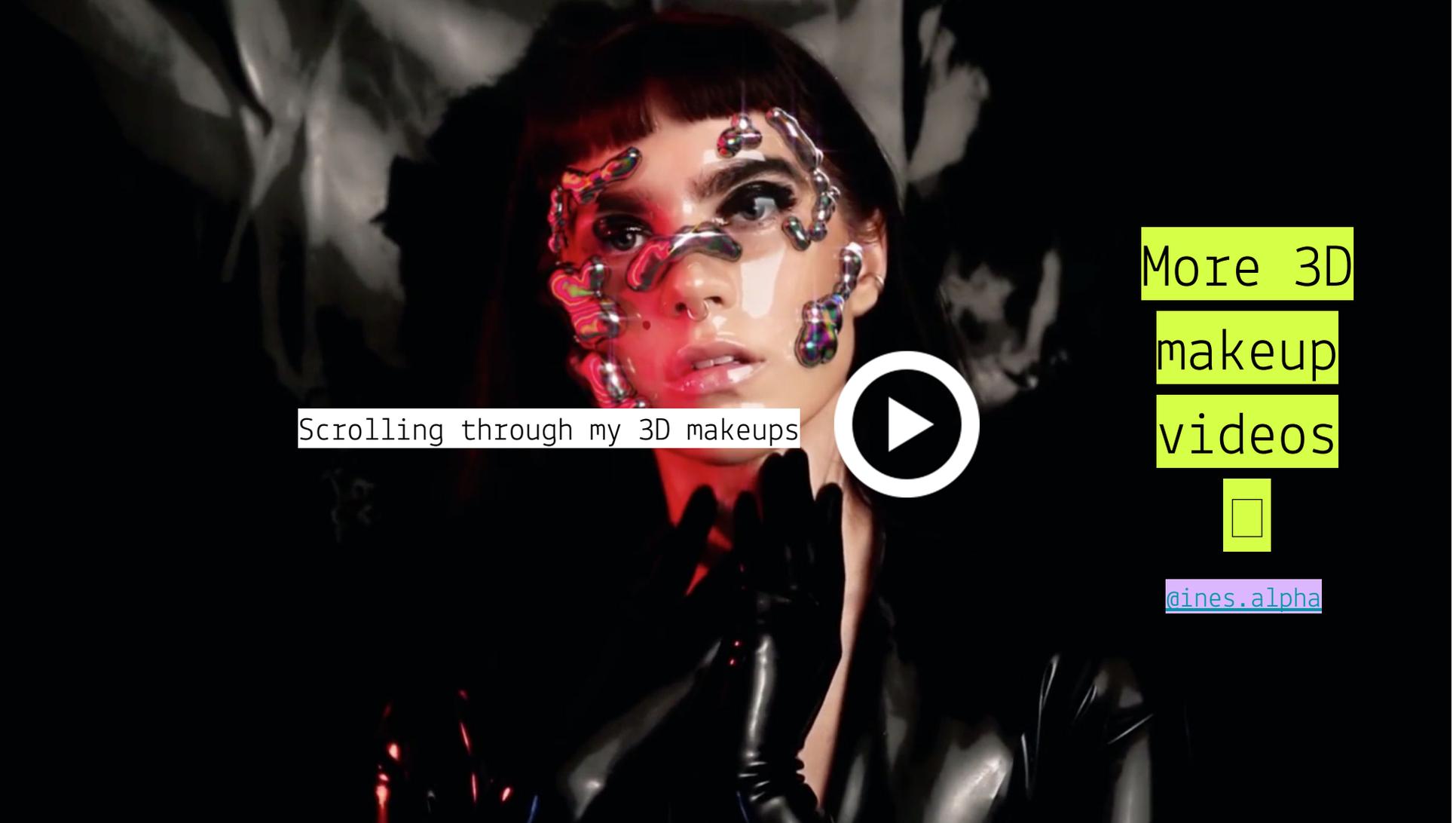
I like to add 3D
elements on faces as
easily as you could use
an eyeliner





Hey! This is me 😊

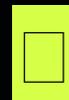
photo : Kenneth Willardt



Scrolling through my 3D makeups



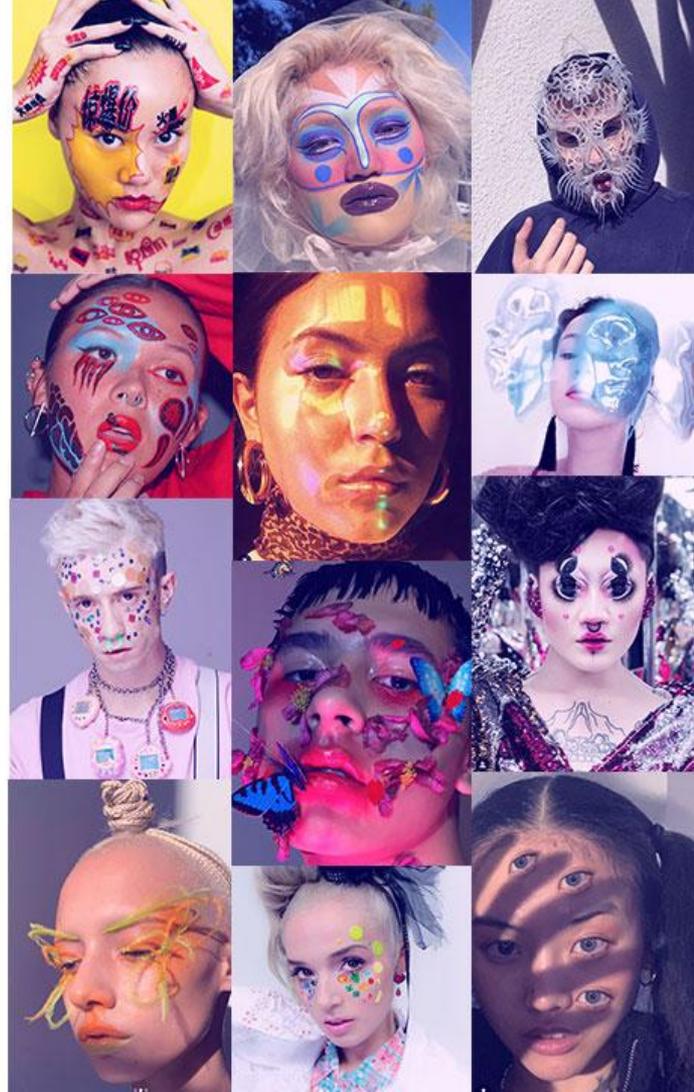
More 3D
makeup
videos



[@ines.alpha](#)

Why 3D makeup???

Makeup is going crazy at the moment. People have never felt so eager to transform themselves and use makeup in creative ways.



How can people wear
3D makeup???

Using AR* filters!
They are computer generated
effects you can add on
yourself in real time using
your smartphone



AR

filters



instagram



snapchat

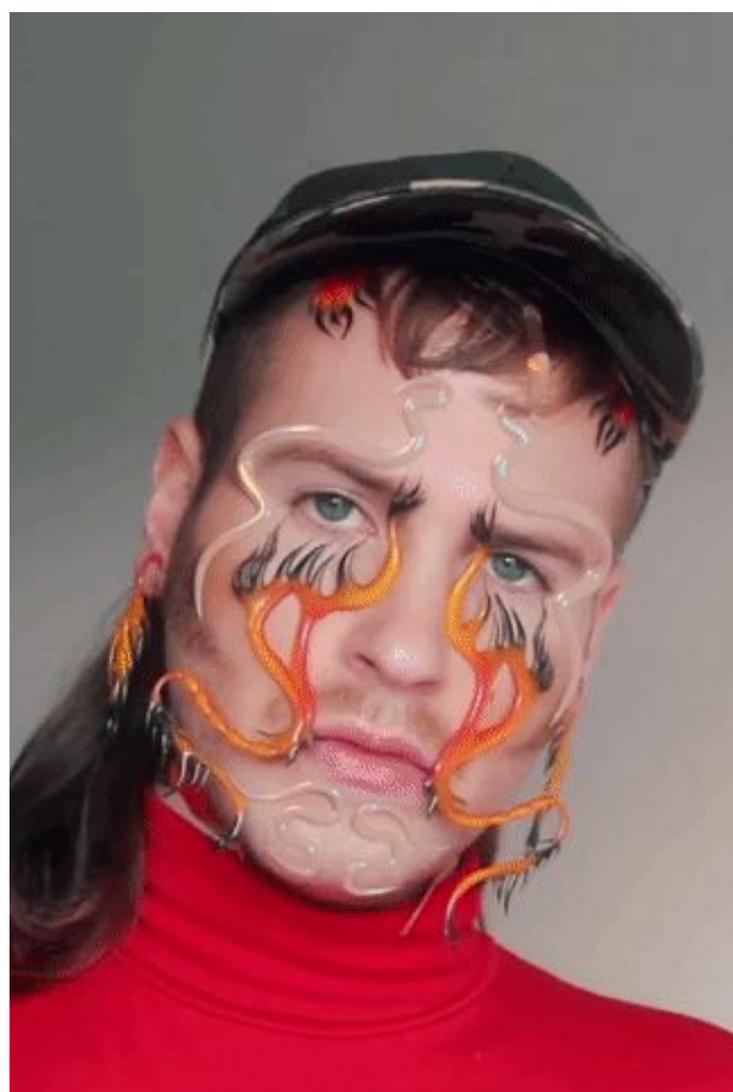


My work:

Pushing the boundaries of makeup and beauty using social media and new technologies.

Giving more tools for people to express themselves and their inner personality.

3D allows me to create things that don't exist in the real world, creating my own reality, defying gravity and physics, designing otherworldly shapes and fantastic textures.



Most importantly,
telling stories around the idea of the future of beauty,
appearance and self expression

Recent commissioned works

AR makeup installation

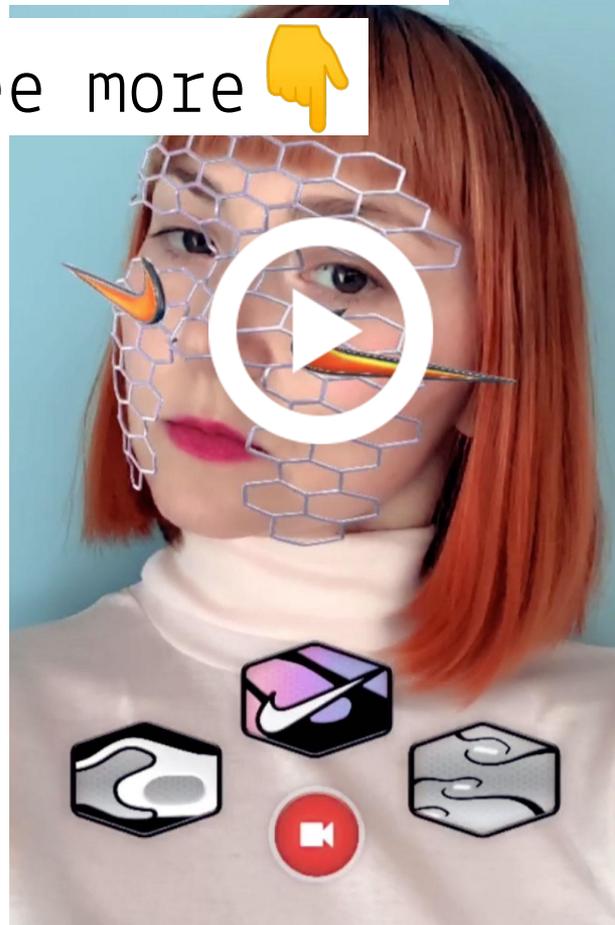
'Digital mirror' I did for Nike TN event in Paris.

We made a dedicated app to enable people to play with 3 customed filters with a nike branded layout.



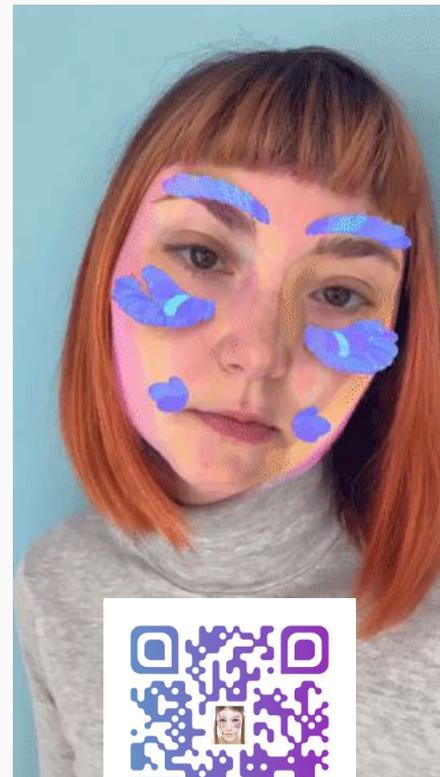
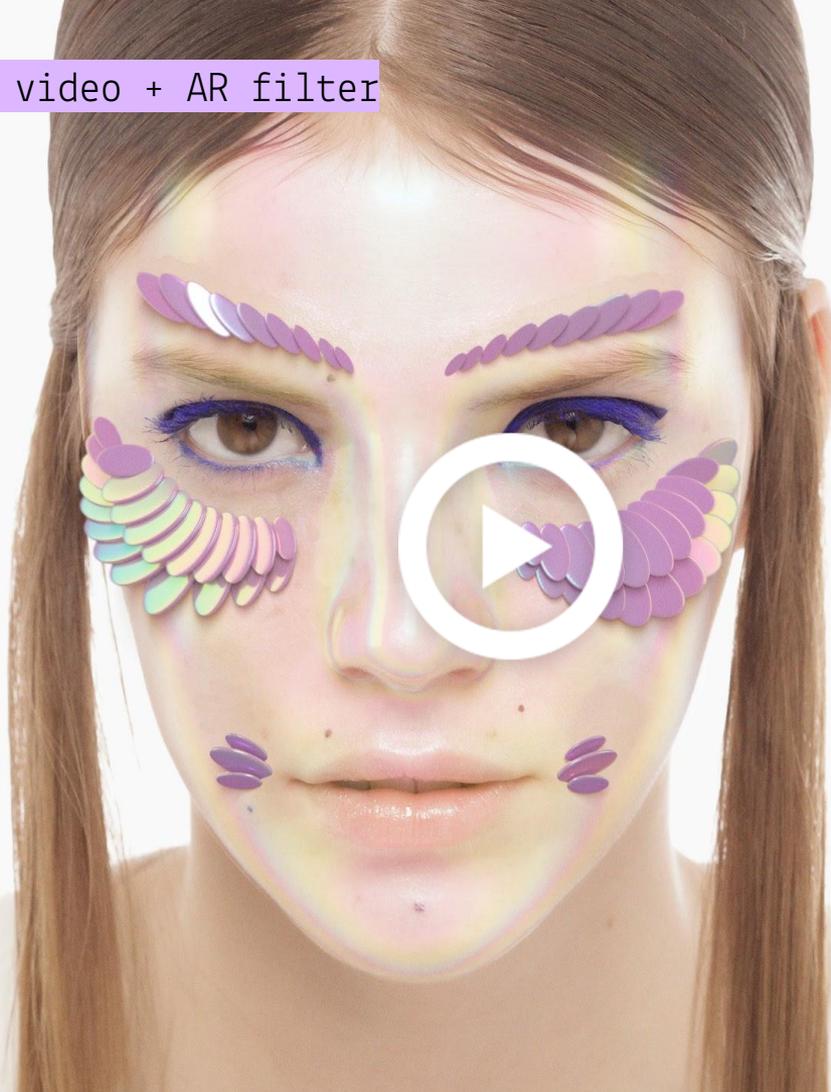
3D masks design by me, powered by DVTK.

Click here to
see more 



3D makeup tutorial video + AR filter

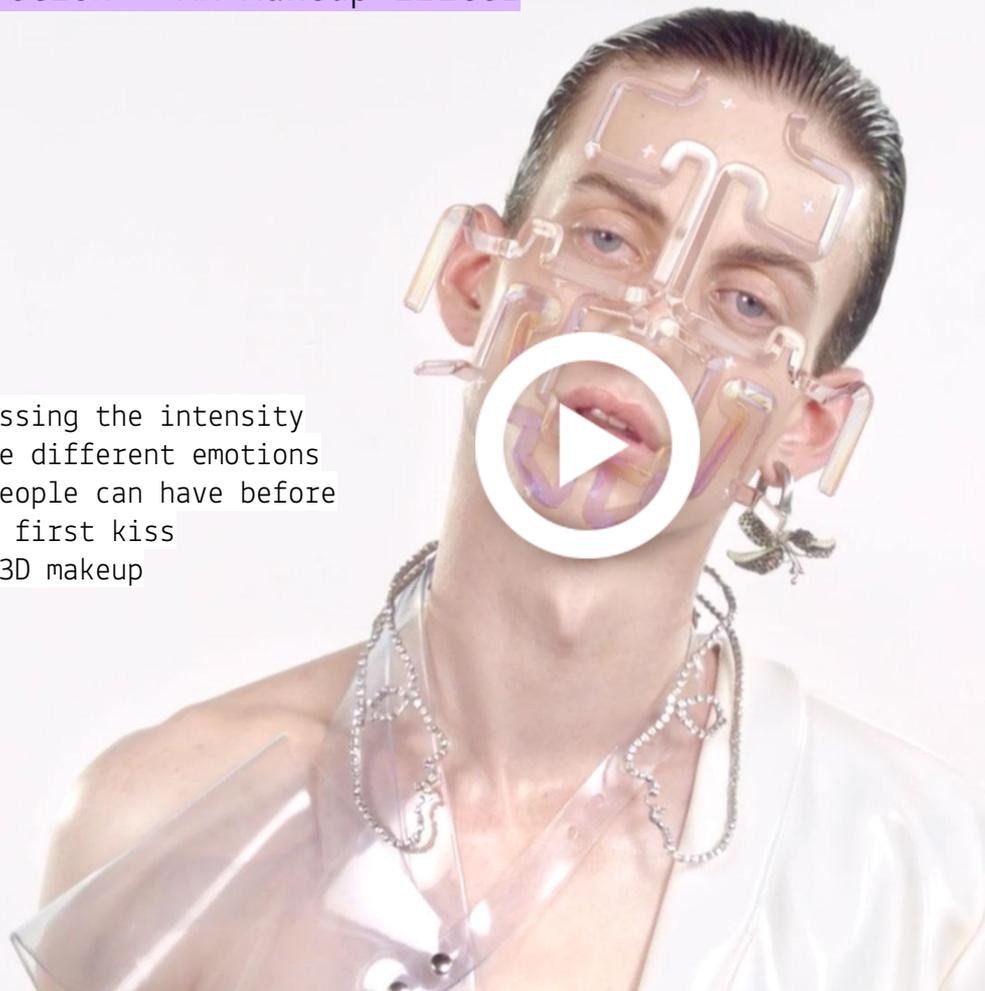
How will we apply
3D makeup
in the future ?



>>> [Check the beauty editorial on iD magazine](#)

Video clip direction + AR makeup filter

Expressing the intensity
of the different emotions
two people can have before
their first kiss
with 3D makeup



Videos storytelling + AR filter

Bimba y Lola Campaign

'THIS IS HUMAN'

Humans are reborn on a another planet where they find peace helped by a digital pet



Video editorial

Selfridges campaign: 'THE NEW ORDER'

Imagining the future of beauty, a photo booth where you can try different looks inspired by cosmetic products.

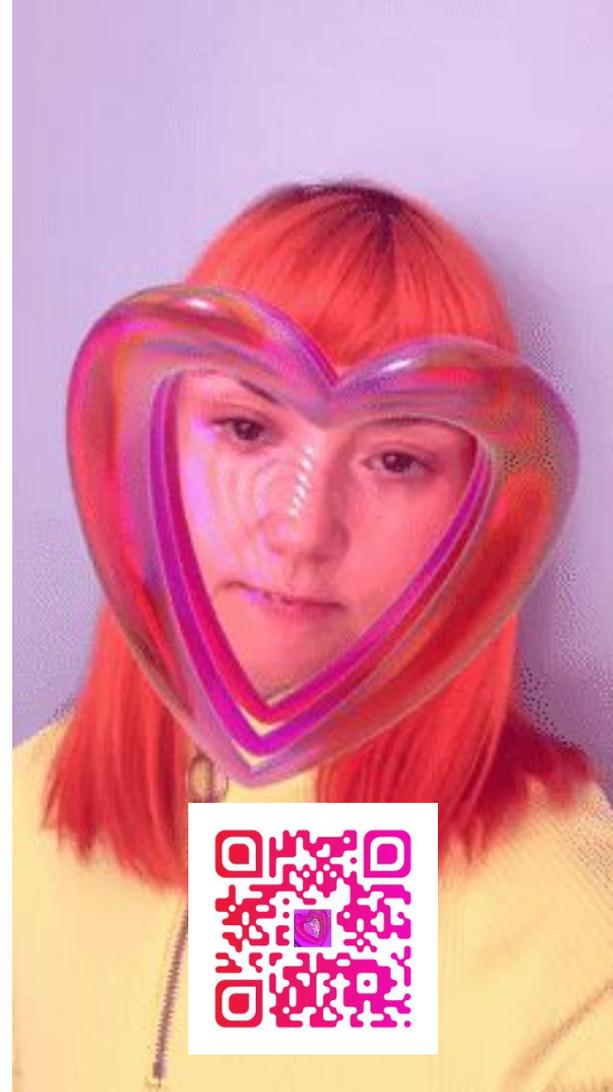


AR filter + video interview

Instagram x Konbini

'Coeur sur toi'

Literally adding a heart on people's face using an AR filter.



Artist collaboration

Charli XCX new album covers

Adding 3D makeup on Charli's face and body



Augmenting the real world with post production

H&M Billie Eilish merch campaign

Collab with H&M and Studio Bon to add 3D makeup and 3D elements to their videos and stills campaign



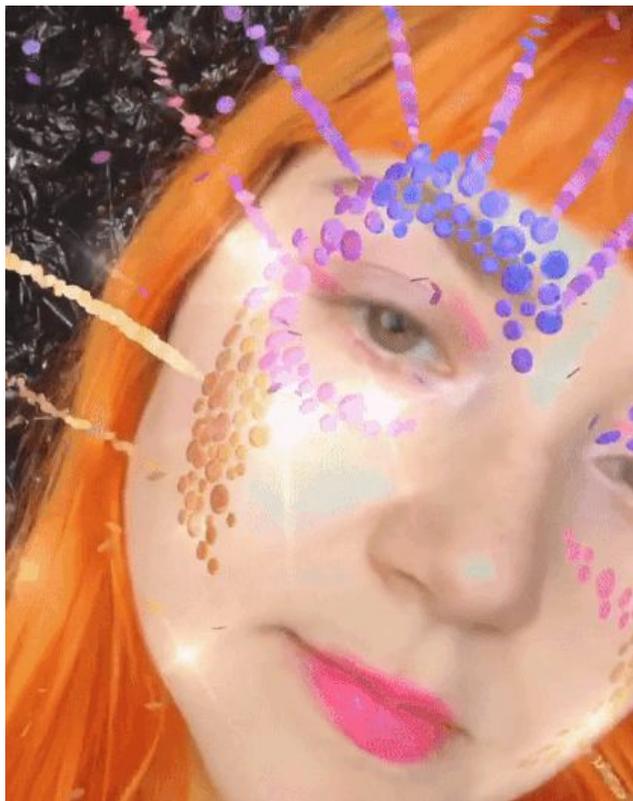
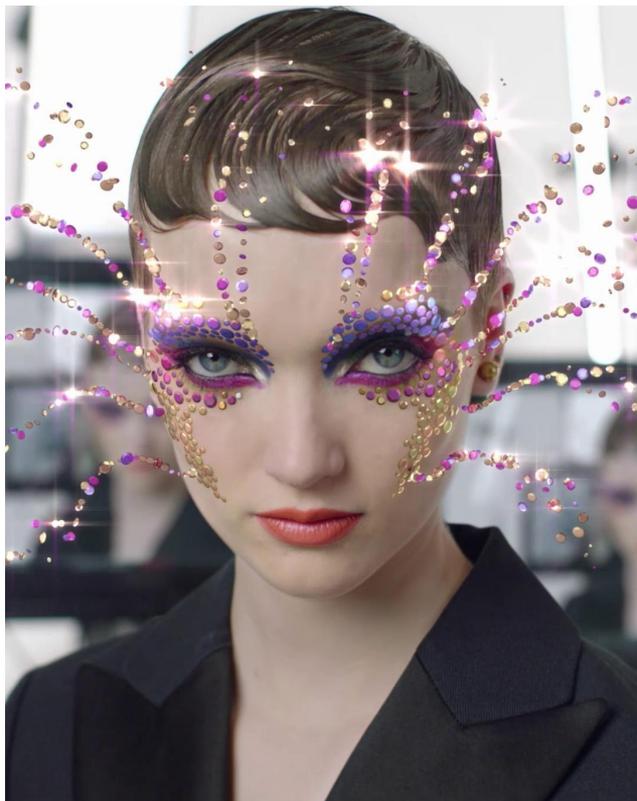


AR filter so everyone can try the 3D makeup of the campaign



Video direction + AR filter

Dior AR makeup : collaboration with Peter Philips



Community inspired AR filter



Q: What do you do to make the world a better place?

A: Protect nature



Q: What are you proud of when you look at the mirror ?

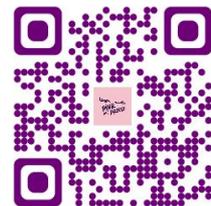
A: My eyes



Q: What do you love about yourself?

A: Self confidence

Collab with
Essence
cosmetics
to create 3 AR
makeup inspired by
their customers'
answers to a poll
made on their
account



AR filter as a fashion accessory

AR makeup design inspired by the Koché x Pucci collab collection.

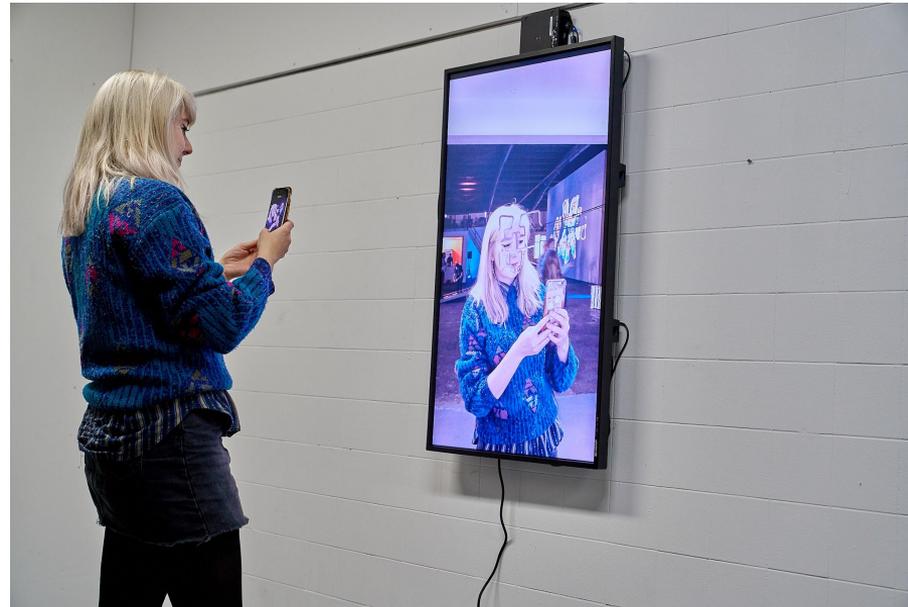


The filter was used during the runway show to fit the clothes



AR filter installations

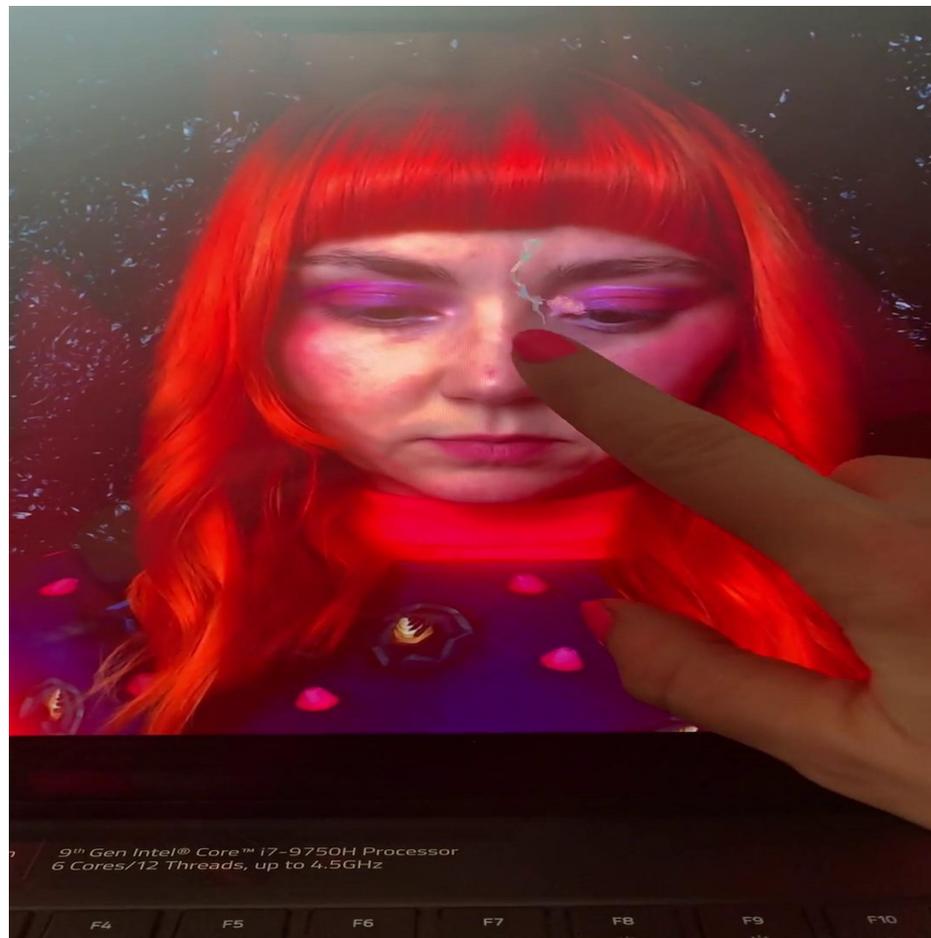
Exhibition "Out of print" in Amsterdam



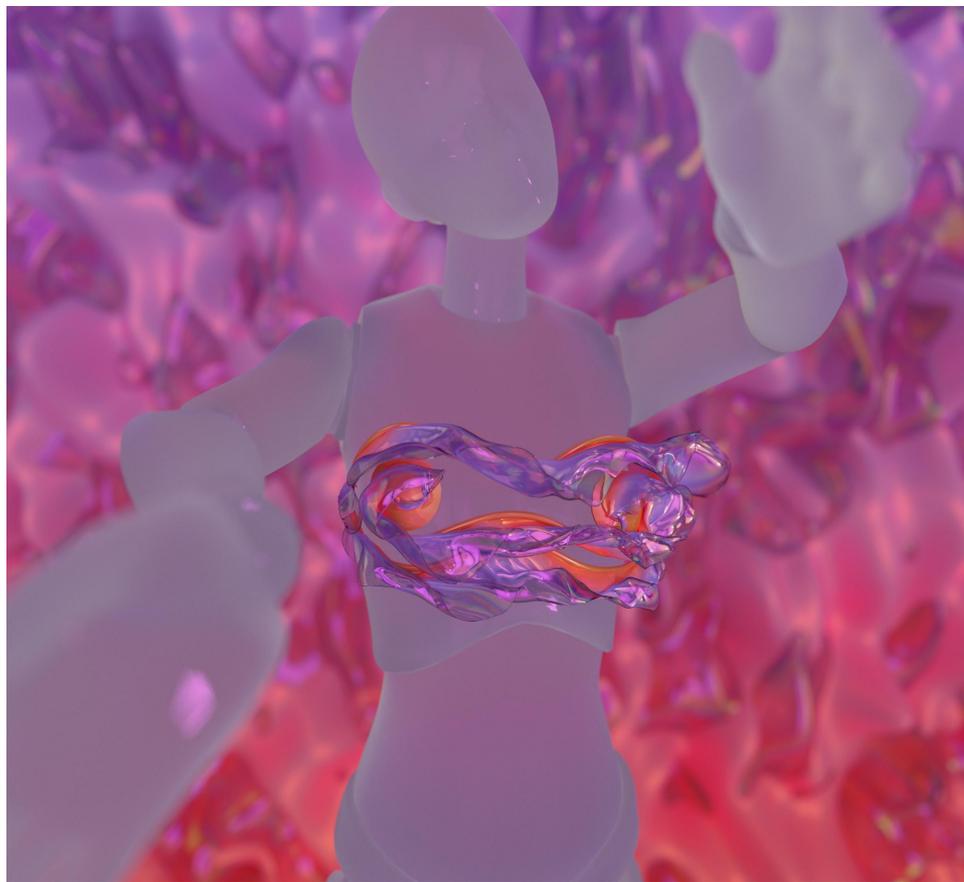
Digital mirrors

Collaboration with Marpi studio : Supermorphia

Tailor made interactive app on touch screen where
You can apply 3D makeup like you would apply IRL makeup,
With your own fingers. Works on 2 people :)



Also recently, experiments on 3D body makeup

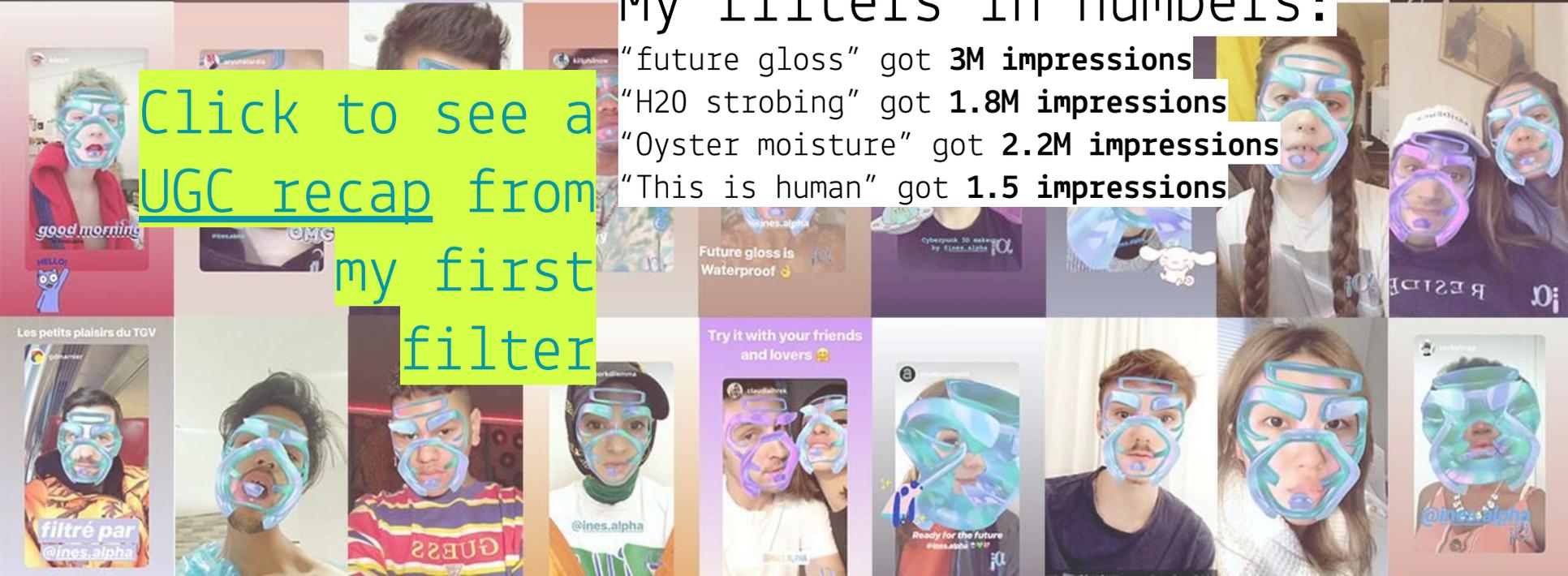




My filters in numbers:

- "future gloss" got **3M impressions**
- "H2O strobing" got **1.8M impressions**
- "Oyster moisture" got **2.2M impressions**
- "This is human" got **1.5 impressions**

Click to see a UGC recap from my first filter



How much
time do I
need?

For an optimal and qualitative render, depending on the complexity of the concept, I would recommend :

3D makeup videos: 2-4 weeks
(video shoot not included)

3D makeup images: 2 to 5 days for one image.
Once a 3D model is made, it's quite easy to apply it to several pictures.

AR filter: 3 to 4 weeks for one filter.
Submitting the effect is not included, it can take couple of days to publish.

Digital mirror: 3 to 6 weeks depending on the number of masks.



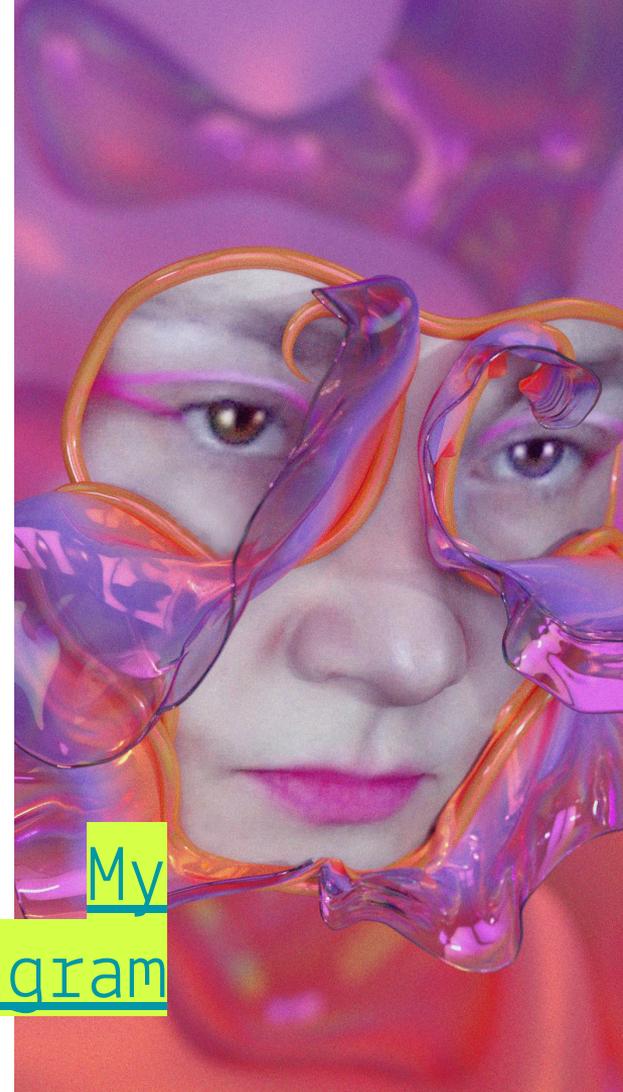
Digital
mirrors

AR
filters

Ines alpha

3D images

3D makeup
videos



My

instagram

If you wanna hear what I have to say about beauty, makeup, technologies, self perception and the future ;)

[L'ADN \(fr\)](#)

[Nicer Tuesdays \(video\)](#)

[iD magazine](#)

[It's nice that](#)

[Dazed beauty](#)

[La Réclame \(fr, tendances 2019\)](#)

[Mashable](#)

[Nylon china](#)

[Trends.fr](#)

[Tush](#)

[Konbini \(fr\)](#)

[Grazia](#)

[Hunger](#)

[MAD \(fr\)](#)

[Lecture in progress](#)

[Screenshot](#)

[Killscreen](#)

[Love](#)

[Paper](#)

[Wired](#)

PRESS

•••• SFR 22:25 itsnicethat.com

It's Nice That



Work / Digital

“We need to de-dramatise beauty!”: meet 3D make-up artist Ines Alpha

Words by Lucy Bourton, Tuesday 28 August 2018

Exhibitions

Worldwide exhibitions I've been part of:

Artrock, St Brieuç, France, 2021

Cosmocoù, Moscow, 2021

Digital art month Paris, 2021

Alpha Manifestations, Art mùr, Montréal, 2021

Biennale du design graphique, Le signe, Chaumont, 2021

Aquaria, MAAT, Lisbon, 2021

Your automated divine reflection, with Anais Borie, MKG hamburg 2021

Harddiskmuseum, mmmad.art festival, Madrid, 2021

Hi Resolution, online, VNYE.com , 2020

Meta.Morf X, Trondheim Biennale center, Norway, 2020

Out of Print #2, ISO amsterdam, Amsterdam 2019

Homoinstagramus, EP7, Paris, 2019

The 1st digital avatar fashion show, EP7, Paris 2019

Festival Maintenant, 'Metamorphoses 3.0', Rennes, 2019

Mask off, Berlin, 2019

Link in bio, MDBK, Leipzig, 2019

Nicer Tuesdays, Talk, The Oval, London, 2019

The future of body and beauty, Cosnova convention, Frankfurt, 2019

Hervisions x ArtNight, London 2019

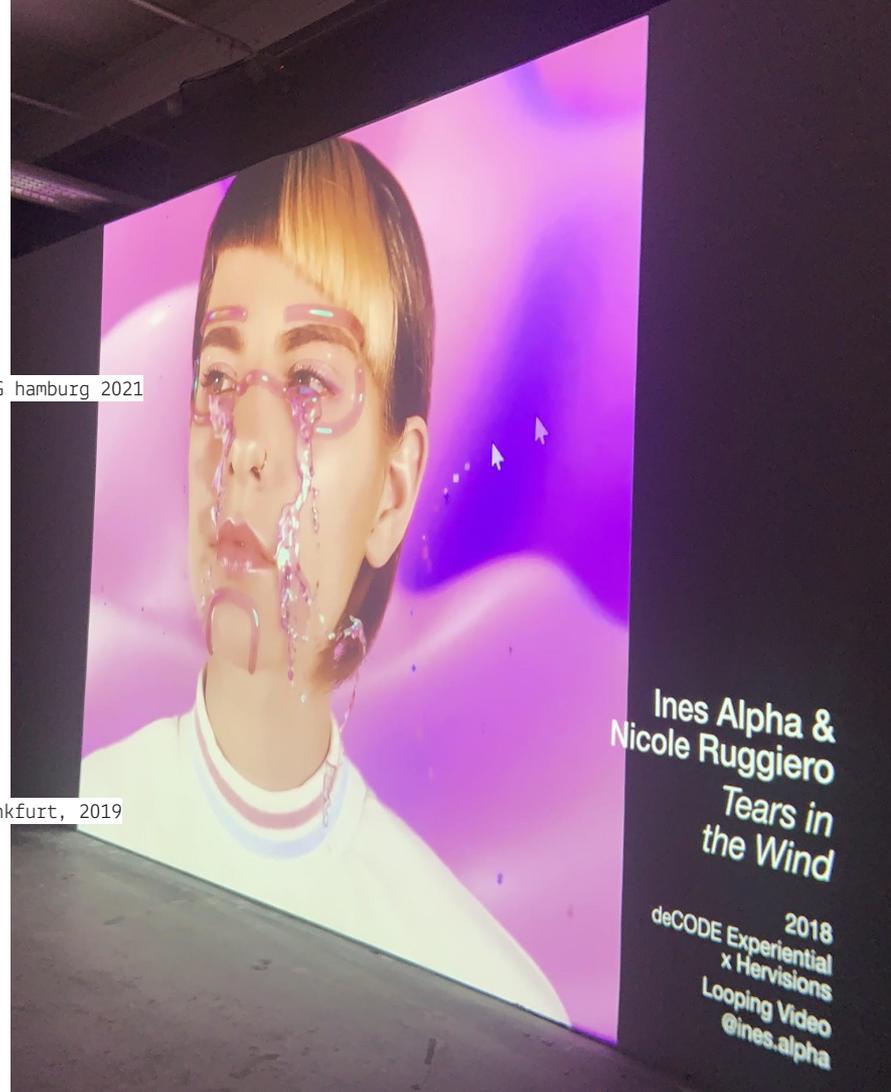
Post Vision, Body Optimized, LES Manhattan, 2019

Non-Stick Nostalgia, MAD, New York, 2019

Face-up, Tate Modern, 2019

DeCode x Hervisions, Art Basel, CADAF, Miami, 2019

Out of Print #1, le coeur, Paris 2018



Talks

Worldwide conferences I've participated to:

Vogue Ukraine, Kiev, 2021

NFF festival, Utrecht, 2021

Circolo del design, Turin, 2021

Forward Festival, 2021

BRAWHAUS x EP7, Paris, 2021

Pictoplasma, Berlin, 2020

Nicer Tuesdays, London, 2019

Resume

- 2018+++++++ Digital / 3D makeup artist : ines alpha
- 2016-2017.. Creative director @la chose, luxury department, Paris
- 2010-2015.. Art director @la chose, luxury department, Paris
- 2009..... Graphic designer @ Kuntzel & Deygas
- 2008..... Management @ l'Institut Français de la Mode, Paris
- 2004-2007.. Art School, ATEP, Paris.





Thank you :)