

they go along

Making it up as



With the help of a Web page, three founders of Toluca Lake makeup school carve out a niche in world of special effects

JENNIFER TIPTON
Our Times

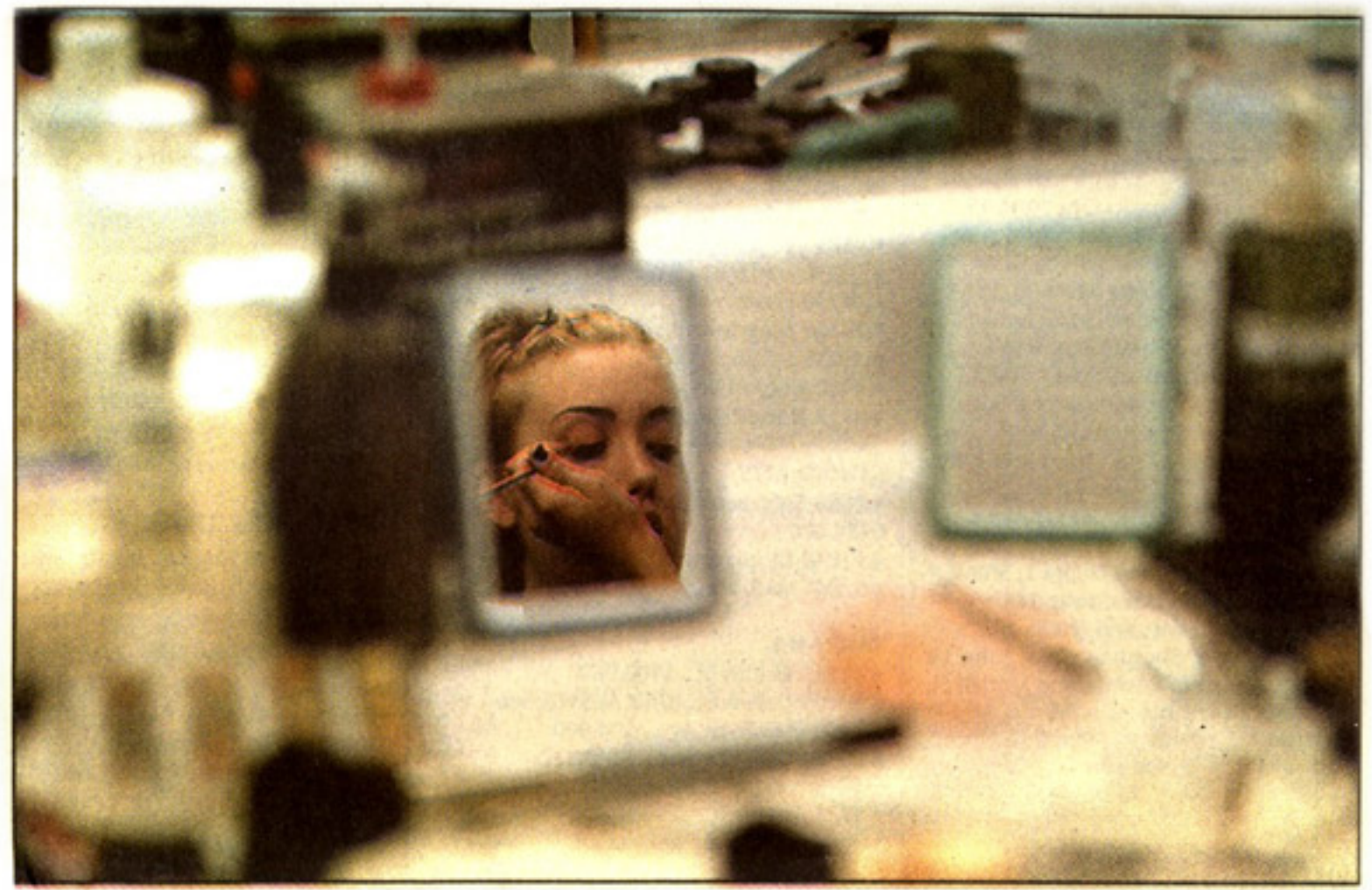
TOLUCA LAKE — When a trio of entrepreneurs decided to open a Toluca Lake makeup school, they leaped right over the usual steps people take to build businesses. They decided they could do without office space, setting up shop instead in the bedroom of one of the founders. They shunned a listing in

the Yellow Pages, instead hanging up a shingle in cyberspace via their Web page. With the Internet beaming news of the school to potential students all over the world, Make-Up Designory has managed to

attract about 300 students since it opened a year and a half ago. Tate Holland, the former president of Joe Blasco Cosmetics, part of a Los Feliz entertainment makeup firm, and two makeup instructors, John Bailey and Karl

Zundel, opened the Riverside Drive school with just six students. Today, there are 70 students, including some from Switzerland, Japan and other countries, attending the school's programs.

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PHOTOS BY STEVE KEEGAN / OUR TIMES
Tom Tretter, at left, works on a maquette, or model, that will be made into a mask for an actor. Above, a vanity mirror reflects Jamie Weaver's efforts to practice her makeup techniques on fellow student Sarah Miller at Make-Up Designory in Toluca Lake.