

Damini Gupta: From Hazaribagh Studio to Celebrity Makeup Artist

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Damini Gupta's journey is an example of how passion, skill and entrepreneurship can transform a dream into reality. Beginning with a modest start in her hometown of Hazaribagh, she launched her first venture—a chic studio called Crop's & Bobber's Fashion Salon—and by January 2022 expanded into a full-fledged academy and salon called Meenakshi Dutt Makeovers (MDM) in Hazaribagh.

Over time she has built a reputation as a top bridal makeup artist, also as a beauty influencer and educator.

Crafting Beauty with a Focus on Bravery & Creativity

At the heart of Damini's work is a belief that makeup is a tool for empowerment. One brush stroke can help a woman feel confident and radiant in that one special moment. According to her profile:

"From being a bride to getting dolled up for a photo shoot to hitting the ramp for ace designers, a single stroke of a brush can enhance your inner beauty and unleash your self-confidence."

Damini specialises in creating unique looks tailored to each client—whether it's a soft daytime glow or a bold, editorial evening transformation. Her ability to experiment and go "that extra mile" has helped her win loyal clients and strong recommendations.

Building an Empire in Eastern India

Damini's studio, Meenakshi Dutt Makeovers (MDM), has become a landmark in her region. With over 100k Instagram followers, she's one of the most popular makeup artists in Eastern India. Whereas having been rated among the top 10 artists in her region for multiple years.

Meanwhile her growth is in both service and training: she operates a training academy alongside her salon. Therefore offering hands-on modules for emerging beauty professionals—bridging artistry with entrepreneurship.

Lessons from Her Journey

- **Steady yet bold growth:** Damini started locally and scaled strategically—first a salon, then a full academy—rather than racing into national fame overnight.
- **Crafting personal brand authenticity:** She remains focused on makeup as craft and confidence building, rather than just trends or quick fixes.

- **Offering value beyond service:** By including training and mentorship, she builds a community and legacy in her region.
- **Balancing business and life:** Damini emphasises organizing work, prioritising tasks and switching roles smoothly—entrepreneur, artist, trainer—to maintain productivity without burnout

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