

Vivek Karunakaran Emerges as a Creative Force in India's Fashion Makeup Industry

Published on 02 Dec 2025 | By IFI Correspondent



Vivek Karunakaran has steadily become a prominent name in India's fashion and editorial makeup space. Known for his artistic eye and innovative technique, he has built a reputation for crafting visually striking looks for fashion weeks, magazine editorials, and brand campaigns. His rising influence reflects the growing demand for nuanced, high-fashion makeup artistry in India's booming beauty industry.

A Distinctive Style in Fashion Makeup

Karunakaran is widely recognized for his clean-yet-bold aesthetic. His work often blends subtle skin detailing with dramatic elements such as sculpted eyes, glossy textures, or experimental colour. This balance makes his makeup suitable for both editorial shoots and runway presentations.

Industry insiders note that his style aligns well with contemporary global beauty trends—minimalist base, high-definition finish, and creative accents that photograph beautifully. His looks have been featured in campaigns for emerging designers, independent labels, and fashion-focused digital projects.

Strong Presence at Fashion Weeks

Over the past few seasons, Vivek has worked behind the scenes at major fashion weeks across India. His role includes designing cohesive beauty looks that complement a designer's collection theme.

Backstage teams often highlight his ability to work under pressure while maintaining precision. His leadership during shows ensures models achieve a polished, runway-ready appearance that reflects current fashion aesthetics.

A Mentor Shaping the Next Generation

Beyond his own artistry, Karunakaran is building a solid reputation as an educator. He conducts workshops and masterclasses for upcoming makeup talent, covering essential skills such as editorial styling, photography-friendly makeup, and trend forecasting.

His training sessions focus on creative thinking rather than formulaic techniques. Students credit him for helping them understand how makeup interacts with lighting, fabrics, and camera angles—skills crucial for pursuing careers in fashion and editorial work.

For more style updates & exclusive fashion stories follow indiafashionicon.com