

Chanchal Kataria's Journey from Makeup Artist to Beauty Founder

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Chanchal Kataria initially planned to pursue a PhD in psychology. But during a break from her studies, she enrolled in a makeup course to explore her creative side. That brief detour proved transformative: she discovered a passion for beauty and aesthetics, and decided to channel her creativity into makeup artistry.

Making a Mark in Celebrity Makeup

As she honed her skills, Chanchal began working with high-profile clients. Collaborations with celebrities helped her sharpen her instincts — learning to work quickly, adapt under pressure, and maintain composure in high-stakes situations. Those experiences shaped her sense of professionalism and artistic vision.

Launching Muse Beauty

Chanchal did not just see herself as a makeup artist — she also inherited a legacy. She grew up around her family's brush manufacturing business. From a young age she visited the factory and saw how meticulous artisans would craft each brush, paying attention to every handle, every bristle. Her father and grandfather often said: "If your name is on it, the quality must be the best."

These values — quality, precision, pride — gradually shaped her vision. When she decided to launch her own venture, she founded Muse Beauty, aiming to bring premium-quality brushes and tools — optimized for Indian skin and makeup needs — to the market.

Overcoming Challenges: Balancing Artistry and Entrepreneurship

The transition wasn't easy. Moving from being a makeup artist to running a product-based business required learning a different set of skills: manufacturing workflows, supply chains, quality control, pricing, packaging, marketing, and beyond. For months, she balanced her work as an MUA with building the brand infrastructure behind Muse Beauty. Gradually, she developed systems that allowed her to manage both roles successfully.

Among the early products she's most proud of is their angular foundation brush — which became a bestseller after her final sample passed rigorous quality tests. Another top-selling item is a body brush, distinctively designed and well-loved by customers.

A Larger Belief: Tools Matter as Much as Makeup Products

Chanchal believes that even the best cosmetics can't deliver polished results if applied with poor-quality tools. According to her: "Makeup + good tools = perfect finish." She emphasizes that investing in high-quality brushes is as important as choosing the right foundation — especially in a country with India's diverse skin types and climate conditions.

Advice for Aspiring Makeup-Entrepreneurs

Chanchal shares some insight for newcomers: keep exploring. Try different facets of your chosen field. Build your skills, stay curious, ask questions, and network with people who inspire you. Above all, she says, don't fear learning new skills — whether artistic or business-oriented.

Chanchal Kataria's journey illustrates how passion, heritage, and hard work can converge into something substantial. From a psychology student to a celebrity makeup artist — and now the founder of a brand that aims to raise grooming standards — her story is a testament to reinvention, perseverance, and a commitment to quality.

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