

Aim Artists

Pascale Poma

Makeup



Belgian makeup artist Pascale Poma's strong sense of fashion is deeply rooted in her childhood. At age 8, she received from the old lady next door a bag of fabric samples and a Barbie doll. She was fascinated by the texture and colors of the samples, and she used them to create garments for her doll. Upon finishing high school, Pascale naturally pursued Fashion Design at the Liege Institute of Art and Design and worked on her own collections for 2 seasons. However, in 1993 after assisting a friend on a movie set, she found her true calling, and three months later was enrolled at the Finotto International School of Make Up Artistry. Pascale

graduated the next year with the highest marks. She was immediately selected upon graduation to join the makeup team at the famous "Royal Opera De La Monnaie" of Brussels. But after replacing a friend on a fashion photo shoot for Belgian ELLE in 1996, Pascale realized that fashion photography was the perfect answer: the merging of her old passion and extensive knowledge of art and fashion, and her new-found skills in the beauty world. Her great talent, coupled with a discreet and soft demeanor, makes Pascale a name to be counted on. Moving to NYC in 2000, her work has since graced the pages of magazines such as 10, Harper's Bazaar, Cosmopolitan, Surface, Nylon and the New York Times, to name a few.