

A woman with dark hair styled in a low bun with a floral hairpiece is wearing a white off-the-shoulder wedding dress. She is standing outdoors in front of a stone fence and trees, looking off to the side with a slight smile. The image has a soft, warm lighting and a slight vignette effect.

Booking guide & trial tips

TARA PRIMROSE

HAIR AND MAKEUP ARTIST



YOUR WEDDING JOURNEY STARTS HERE

Hi, I'm Tara!

I am a hair & makeup artist with a passion for weddings and brides! My approach is about enhancing your natural beauty rather than masking anything. I want you to feel like the most beautiful version of you. I am a natural to soft glam makeup artist, if you would like something heavier I can point you in a different direction.

From the moment you book I'm here to support you throughout the journey leading up to the wedding day. Whether you have any questions, need advice or reassurance I am always happy to help. Please don't hesitate to get in touch at any stage, I will always do my best to respond as quickly as possible.

I can't wait to be a part of your wedding journey and look forward to getting to know you while creating a look you'll feel beautiful and confident wearing on your special day!

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Everything you need to know about preparing for your trial & what happens next...

A huge congratulations on your engagement what exciting news! Thank you so much for choosing my hair and makeup services for your wedding day. To help make the lead up to your big day slightly less stressful I have put together a little guide where you will find how to prepare for your trial and some skin & haircare tips to help you feel confident, relaxed and glowing on the big day

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STEP 1. COMPLETE YOUR BOOKING FORM

By now you should have received your Wedding Booking Form. This form gathers all the important details I'll need for your wedding day including locations, timings, and the hair and makeup styles you are drawn to.

The more information you can provide, the better I can tailor my services to you and ensure everything runs seamlessly. Throughout this guide, you'll also find helpful tips on choosing inspiration and selecting styles that complement your features and personal style.

The form will also ask for details about your skin type, hair type, and a recent photograph of yourself with your hair down. This allows me to assess your chosen looks in advance and offer any recommendations to help achieve the best possible result.



STEP 2. BOOK YOUR TRIAL

I usually recommend booking your bridal trial around **3–6 months before your wedding day**. Your booking form includes a section where you can suggest a few suitable dates, giving me a good idea of your availability. Bridal trials are typically held **Monday to Thursday during daylight hours**, allowing us to assess your hair and makeup in the most flattering light. Later in this guide, I'll explain exactly what you can expect during your trial and share some useful tips to help you prepare. Please note that payment for your trial is due **7 days before your appointment**.

STEP 3. YOUR BRIDAL TRIAL

Your bridal trial is where we'll bring your vision to life. I'll cover everything you can expect from your appointment in the next section of this guide, so you'll arrive feeling relaxed, prepared, and excited.



STEP 4. PREPARING FOR YOUR WEDDING

Around **7 days after your trial**, all hair and makeup services will need to be finalised. If you wish to make any changes to your original booking or accepted quote, please let me know before this deadline. To help your wedding morning run as smoothly as possible, I'll create a personalised schedule for you and your bridal party. This timeline will include my arrival and setup time, each person's allocated hair and makeup appointment, time for any finishing touches, and a little extra time at the end for getting dressed, enjoying a drink, and taking photographs before the ceremony.

To ensure I'm fully prepared, I'll also ask each member of your bridal party to send me inspiration photos for their chosen hairstyle and/or makeup look ahead of the wedding day.

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STEP 5. YOUR WEDDING DAY

The day you've been dreaming of has finally arrived! All that's left for you to do is relax, enjoy the experience, and let yourself be pampered.

I'll arrive with all of the notes and photographs from your bridal trial, ensuring I can recreate your chosen look. With a carefully planned schedule in place, everything will run smoothly, allowing you and your bridal party to enjoy a calm and stress-free morning.

I'll stay with you until it's time to leave for your ceremony, making any final touch-ups. I'm always happy to lend a hand wherever I can too—whether that's fastening your dress, helping with jewellery, making a cup of tea, or simply offering a calming presence throughout the morning. My goal is to make your wedding morning feel as relaxed, enjoyable, and memorable as possible.



HOW TO GET THE MOST OUT OF YOUR TRIAL

The best way to make the most of your trial is to come prepared. Gather your inspiration, ideas, and any helpful information before the appointment. The more details you can share, the better I'll understand your vision and what you're hoping to achieve! Using everything you provide, I'll create a look that's tailored to you. Before your trial, I ask that you upload a recent photo of yourself with your hair down via the booking form. If I feel any of your chosen inspiration images may not work for you, I'll let you know in advance and explain why, giving you time to explore alternative options before your appointment.

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WHAT TO EXPECT FROM YOUR TRIAL

Trials are usually held at my home in Clapham South, however I am flexible to come to you should you wish for me to do so. Sometimes it can be easier for me to come to you especially if you work from home as we can begin earlier than you coming here.

Please don't be afraid to tell me the truth at your trial, if you don't like something or are worried is not quite right please tell me. I promise not to be offended or angry in any way! The point of the trial is to try things out to see what you like. If for example, you thought the foundation was a little heavier than you wanted, this will be noted and changed on the wedding day.

I need to know if you are not sure of something so we can try something else.

Once we're finished, I'll take photographs and make notes of each step, including all the products used. This ensures I can recreate your chosen hair and makeup on your wedding day.

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A woman with long, wavy brown hair and a white shirt is looking upwards while a makeup artist applies lipstick to her lips. The background is softly blurred, showing a wedding preparation area with a table, chairs, and floral arrangements.

Your pre-trial prep and tips

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STEP 1.

Please come to your trial with your skin cleansed & moisturised, along with any serums you like to wear. Some SPF doesn't sit well under makeup so it is best to avoid this, unless you really have to wear it.

STEP 2.

Hair should be washed the day before or morning of. This also goes for any of the bridal party who are having their hair done. The old fashioned 'hair holds better when dirty' is still true, but there now are products to mimic the gritty texture, if I can help it I would prefer not to touch anybody's dirty hair! If you wanted to add a little more thickness to your hair, here is a link to some extensions I recommend.

STEP 3.

Don't forget when using Pinterest for creating mood boards, most of their photos are sadly AI, so if you could avoid this in your inspiration photos that would be wonderful. This helps your desired look to be more realistic and achievable. Please make sure you have researched your looks and sent the images over to me prior to the trial. Have a read through this guide and let me know any information you think I might find helpful, or any questions you may have.



STEP 4.

Please make sure your skin is well prepped prior to your trial. Creating a dewy & glowy makeup look is especially difficult if the skin is inherently dry. I would suggest boosting your skincare routine (if you haven't already) by splashing your face with water in the morning, applying a serum or essence, eye cream, moisturiser and SPF to avoid sun damage. Then a nighttime routine of double cleansing, first with an oil cleanser then with a water based cleanser, using vitamin A, a serum, eye cream & moisturiser.

STEP 5.

Feel free to bring someone along to your trial, having a friend or family member who knows you can be really helpful to offer their opinion on what suits you. Especially if you find it hard to make decisions and need a little bit of advice. It can also make the trial a more fun and enjoyable experience for you which is exactly how it should be!

STEP 6.

Wear something that is similar in style and colour to your wedding dress to your trial. This will help you get a better idea of how the makeup or hair looks against the colour and style of your dress.



Trial prep hairstyling

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STEP 1.

Be mindful of your own hair

While looking for inspiration it is important to bear in mind your hairs length & texture. While there are tricks and hacks for achieving fuller thicker hair or smoother sleeker hair, different hair types all have limitations. If your hair is super fine, try not to choose something really full & voluminous as you may be disappointed that your hair did not achieve the same result. Details like plaits and braids can look a bit lost in fine hair, as there is not enough thickness or texture to fill it out and create a chunky braid that will stand out in a hairstyle.

STEP 2.

Look at every angle

It may be a good idea to create a moodpboard of hair inspiration that you like, remember to consider how you would like to look from different angles, as most photos only show one view. It can be easy to forget about the back if you find a photo you really love from the front. Ask yourself some key questions, do you want to keep your parting or have your hair all pulled back? Would you like to have some volume at the crown and/or around the sides? Would you like your ears covered?

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STEP 3.

Don't forget about your dress

It is important to consider your style of dress when choosing your hairstyle. Think about the neckline- if you're wearing something with a high neckline, or lots of detail & pearls, lace or beading on the back then an up-do may work best. Alternatively if you have a low neckline with no straps or sleeves, a down-do might stop you from feeling too bare. I will do my best to guide you if you are unsure.

STEP 4.

Veil & accessories

Keep in mind which accessories you would like to have, and consider your hairstyle will accommodate your chosen headdress, such as your veil, tiara, clip or slide, or headband.



Choosing your bridal makeup look

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STEP 1.

Do you have a signature look?

An important step in creating your 'look' is to consider your own everyday makeup. You will want to still feel like yourself, so if there is something you do everyday that you won't feel yourself without you should let me know. For example if you are used to wearing winged eyeliner on a day to day basis, you will most likely want to incorporate this on the wedding day. Is there a particular way you fill in your eyebrows? Do you opt for a warm toned foundation to give yourself more of a tan? Ask yourself what you like to do with your makeup to make it more 'you'. If you are a no makeup wearer, we can go through this together.

STEP 2.

Whats the vibe?

As you plan your wedding you'll likely want every detail to reflect the atmosphere and style you have chosen. Your makeup should compliment every element of your day, from colour palette and theme to the style of your dress. If you are celebrating in the summer you might prefer a fresh sun kissed complexion with a radiant glow, whereas in the winter you may opt for cooler tones or a deeper lip colour.

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NATURAL LIGHT IS THE WAY TO GO

I always recommend scheduling your bridal makeup trial in daylight hours whenever possible. Indoor lighting often casts a yellow hue over the skin which will affect how the makeup looks. Artificial lighting can create unflattering shadows that make it difficult to see the true finish. Natural daylight provides the most accurate representation of your makeup, allowing you to see the colours, texture and overall look as they will appear on your wedding day.

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GET INSPIRED

If you're still deciding on the perfect look for your wedding day, one of the best places to start is by gathering plenty of inspiration. Pinterest and Instagram are great places to start, bridal fashion magazines, runway looks, and take a look at wedding blogs such as [Rock My Wedding](#) and [The Lane](#).

Reference images are incredibly helpful to ensure we are both on the same page about what you are after. The term 'natural' means something different to everyone, for example natural colours and natural makeup are totally different looks. Your bridal look doesn't have to come from a singular image, feel free to combine elements from different inspirations.

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I LOOK FORWARD TO MEETING YOU SOON

I hope this booking guide has been helpful for your wedding preparations. If you have any questions at all that I can help with please don't hesitate to get in touch and I will get back to you as soon as I can.

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