

FROM SELF-MADE MINI SKIRTS TO HER OWN BEAUTY PRODUCT LINE - TAKING THE NAMIBIAN MAKEUP SCENE BY STORM

Makeup artists select and apply make up in accordance with the principles of light, color and the human form to achieve the desired objective of the client. Meet Hannah Nangula, make-up artist to Namibian celebrities and NBC television presenters, who uses her skills and expertise to enrich the lives of others by teaching them how to apply their own makeup. She serves as a role model for others who wish to enter this lucrative and growing sector. This is her story.

YOUNG DESIGNER

Hailing from Walvis Bay in Erongo, where she completed her secondary school career at De Duine High School, Hannah Nangula recognised her own creativity from a very early age when she would cut up and stitch her own mini skirts from her grandmother's cutaway materials.

"I remember those days vividly, because of the excitement and anticipation they brought. I would always be thinking out new designs and as soon as I could land some cutaway materials, I would get straight to work. Luckily, my grandmother didn't mind", she recalls.

Hannah's early fascination with making clothes pushed her to enroll for a course in fashion design at the College of the Arts, in Katutura. "Although it meant I had to swap my beloved Walvis Bay for the capital city, and that I did not necessarily had the means to support my studies, I was determined to make work of my dream. I wanted to become a fashion designer and nothing and no one was going to stand in my way", she shares.

NEW FASCINATION

Given her artistic nature and the company of like-minded and creative young people surrounding her, Hannah felt right at home at the College of the Arts. It was here where she was introduced to the exciting world of makeup.

"It was truly an eye-opener. I realised that there was much more to makeup than mere lipstick and powders. Indeed, there is a surprisingly strong technical component to the makeup artist field, because you need to develop a solid understanding of lighting and the photographic process, as well. Somehow, I just got drawn into this world", she explains.



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Hannah Nangula

Makeup Artist

“Based on my results and the positive and encouraging lecturer feedback, I realised that I had a talent in this field. It did my self-confidence a world of good and I started to really excel in this area. My mind was made up soon. Makeup it was going to be. Considering how it all worked out, I guess one can say it was more a matter of my passion finding me, than me finding my passion”, Hannah adds.

GRITTY ENTREPRENEUR

After graduating as a qualified makeup artist, Hannah, confronted with the reality that she had to start standing on her own feet and that the odd jobs of doing makeup for friends and family would not generate enough income to sustain her lifestyle, started to scan the market for opportunities to ply her trade.

“I guess graduation is often a happy moment, but soon the euphoria is over, because you realise that without opportunity, your qualification does not mean much. The beauty industry was still very small then and it’s not as if you could just buy a newspaper and find a vacancy. It became difficult to make ends meet. And although I was tempted to do so, and indeed my family wanted me to, I simply couldn’t allow myself to go back to the warmth and safety of home, at Walvis Bay”, she says.

Hannah dug deep and the grit she demonstrated when she made her own mini skirts when she couldn’t afford to buy them, came to the fore again. She boldly approached the Namibian Broadcasting Corporation and offered her service as a makeup artist to their television anchors and presenters.

“The College of the Arts curriculum includes a strong entrepreneurship development component. We were taught how to market ourselves and land opportunities to grow our experience and portfolios. The nbc gave me an opportunity, and here I am, nine years later, still rendering makeup services to our national broadcaster. I was really a proud moment when I saw my name on the television credit scroll for the first time. Makeup done by Hannah Nangula”, she recalls.

FURTHER TRAINING

The beauty industry is evolving fast and practitioners need to stay on top of their game as far as new trends and techniques are concerned. Hannah, as a student of the trade, embraces this reality.

“I realised very early on that the skills I acquired during training were not on par with what was happening on the international scene. You know, clients come to you with pictures from beauty magazines or which they downloaded from the internet, and expect of you to achieve the same result. So, I used my savings and attended an intensive training course at an internationally acclaimed institution, in Manchester in the United Kingdom. I also attended a specialist course in Cape Town, South Africa, where I upskilled my eyebrow and microblading techniques, so I can align with international standards”, Hannah notes.

“It’s a matter of perspectives, I guess. don’t deem travelling overseas to learn new things, observe new trends and acquiring new skills, as an expense. On the contrary, I’m a businesswoman and I see further training as an investment in myself, my business, and my family. Upskilling myself is an expense, but it is a necessary expense”, she adds.

EMPOWERING OTHERS

Always one to look for new opportunities and appreciating the value the makeup sector has brought her, she has ventured into the world of training and is offering makeup classes and tutorials at beginner, intermediate and advanced levels. “This side-venture has boosted my income and profile significantly. Staying in touch with students through social media platforms allow me to evaluate their progress, whereas I could also offer them advice in terms of the latest trends and techniques”, Hannah explains.

“Through social media platforms such as WhatsApp, I keep in touch with all my students. I rate pictures of their work and share feedback, while I also advise them on how to source specific product lines.



I'm always there for them. The relationship never ends", she adds. Neither is Hannah concerned that she is training young women who might end up as business competition one day. "I am a citizen of this country and I need to play my small part in creating opportunity for others. Unemployment is on the rise. I train others because I've experienced how this occupation has changed my life for the better. Empowering others is just my way of giving back", she explains.

Hannah is also a member of the Namibia Training Authority's technical working group supporting the development and registration of local qualifications in this exciting and growing sector. "My interaction with industry peers on this platform is pushing me towards a new dream. I want to open my own makeup school. A fully furnished and equipped facility where to share my skill", she adds.

FUTURE TYCOON

Hannah's engaging and bubbly personality adds to her reputation as the complete makeup service package and a preferred service provider for local celebrities. Just recently, she launched her own makeup and cosmetics product line.

While tight-lipped about the formulae for her foundation products, Hannah notes that all her products were developed with Namibian skin tones and local weather conditions in mind. "My range of quality foundation creams caters for most Namibian skin tones, including those with naturally oily faces and people that have blemishes or marks who find it difficult to source the exact foundation to suit their skin tone and condition. My quality foundation creams exude sophistication. Coupled with my special mink eyelash products, which comes in both natural and dramatic options, everyone can look their best", Hannah explains.

"I harbour big plans for my range. First, I want to cement the brand locally. Thereafter, I plan to roll it out into the lucrative African market. Africa is one of the fastest growing beauty product markets. Penetrating this multi-billion dollar market is certainly not going to be an easy assignment. But, I'm determined to do so", she adds.

FAMILY WOMAN

In between the constant juggling act of balancing her irregular and demanding working hours with spending time with her husband and son, Hannah appreciates her role as a wife and mother. "My time with them is sacrosanct. I prioritise cooking and preparing meals for them. Not that it is always

possible. Luckily, my husband understands my line of work and its demands. I appreciate that he has an equally demanding work, but he supports me throughout. He shares in my dreams. They are our dreams, after all", Hannah explains.



"I'm blessed and fortunate in so many ways. Family comes first, but should you ask me what my second most important blessing is, I would without hesitation tell you that it is that I have found my purpose in life. I love what I do", Hannah concludes

Hannah Nangula - passionate, innovative and trailblazing. A determined and driven entrepreneur who is taking the local makeup scene by storm. Her story teaches us that in meeting our true destiny in life, we first have to meet our purpose - that boundless, passionate energy that guides you down a path created just for you. She has found her purpose. She is living her passion!

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