



MADDPRETTY

In a competitive industry like the hair and makeup world, it takes a special company to stand out. Style and marketing are important, but at the end of the day, the results must speak for themselves.

Here in Calgary that special company is Maddpretty, a professional makeover studio that, in a very short time, has developed a reputation for delivering amazing results and even better service to their clients.

Maddpretty is the brainchild of Jackie Johnson, a makeup artist with close to 15 years experience. Over the years she developed serious skills and began teaching her craft to others, including professionals in the media and everyday women looking to pick up some professional instruction.

"I always had a bigger vision," says Johnson, co-owner of Maddpretty. "I decided last year that I was going to do what I wanted to do."

And, just like that, she moved closer to the downtown core and opened her first location on 17th Avenue. Jumping at the chance to move to an even better spot (735 12 Avenue SW), Maddpretty reopened a few short months ago and the results couldn't be better.

"This is a much better location because we have a storefront," she says.

Now with the ability to catch the eye of passersby, the unique style of Maddpretty and its staff is able to be seen by the masses. And the masses like what they see. Business continues to grow by the month as the Maddpretty brand gains momentum at a fevered pace.

With the new location, Johnson brought on a partner, Kerri-Dawn Wyspianski, who has a tremendous amount of experience as a hair professional and educator. Together they have made Maddpretty a one-stop shop for premium makeovers.

"It's the best of both worlds," says Johnson. "She is very cutting edge."

Along with the two owners, the entire staff at Maddpretty is the cream of the crop in Calgary, with some members actually going to other salons to train employees. But that just goes to the heart of Maddpretty – they are passionate about what they do and hold education as one of their top priorities.

Whether it is working with members of the media and celebrities, or simply giving a woman some basic tips before she re-enters the workforce, Johnson and her team believe in education as a way to empower people. There is nothing wrong with being proud of the way you look.



"We want to touch women's lives in a positive way, and we can do it. What my passion is and what we provide is a life-changing experience," says Johnson. "We don't apologize for wanting to look the best and be the best."

After each makeover the client is given a high-quality photo of the makeover to keep as a reminder of what they can look like when they want to. It helps with confidence, Johnson says.

As a single mother of two, Johnson knows first-hand how hard it can be for women in the business world.

"It's been the reason I've had to push harder to succeed in Calgary," she says. "It was many small steps of success to get to this point."

And succeed she has. Along with Maddpretty, Johnson also has her own line of cosmetics called Magic Stixx that works with HDTV, her own makeup and consulting business called Makeup By Jackie, and plans to expand the Maddpretty brand.

"We definitely want to do a chain," she says.

As her children get older and younger generations embrace the Maddpretty philosophy, the brand will grow and Johnson can't wait to expose more and more people to her vision.

"Their generation gets it," she says.



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