



The *GILDED ONES*

THE ESSENCE OF BEAUTY

VERONIKA ROBOVA

# THE ESSENCE OF BEAUTY

The word beauty derives from an early 14th-century word, “bealte”, which means “physical attractiveness”, as well as “goodness” and “courtesy”. So from the beginning, the concept of beauty was not only about physical appearance but also about the essence of a person — what’s inside.

When we met Veronika Robova just over a year ago, we were impressed by the way she exemplified both concepts of beauty. She is gorgeous, but more importantly, she is quite simply a fantastic person. Her generosity, sense of humor, and calm, cool and collected attitude make her a joy to be around. Even her professional ethos covers both sides of the “beauty coin”. You see, Veronika is a New York City-based professional **makeup artist and hairstylist** with a passion for health, wellness and skincare.

Hailing from the Czech Republic, Veronika moved to the United States close to 12 years ago — first to Key West, Florida for the first two years and then to New York, where she’s lived and worked for almost ten years. Even though Veronika was inspired by all things fashion and beauty since childhood, her entry into the business of beauty was quite unplanned. She was actually considering becoming an engineer! Due to a happy accident, Veronika rediscovered her love for beauty and fashion and has never looked back.

Nowadays, as a result of years of dedicated effort, Veronika’s work may be seen in several high-profile and indie magazines and media outlets, including Vogue Italia, WWD, Elle USA, Elle Czech Republic, Cosmopolitan Czech Republic, Cosmopolitan Netherland, Beauty Inc, Daily Front Row, Jute Magazine, Bluepaper Magazine, Chaos Magazine, Cream Magazine, Ellements Magazine, Dew Magazine, Dapifer Magazine, and Variable Magazine.

Another cool thing we learned about Veronika (at least from our point of view)? She loves gold jewelry! Keep scrolling down to see how Veronika pairs Auvere’s 22 and 24 karat gold jewelry with her own wardrobe and to learn more about her take on the essence of beauty.



# LET'S CHAT!

## **Home. Sweet. Home.**

I grew up in a small town on the east side of the Czech Republic. After I finished school in the Czech Republic, I spent a little over two years in Key West, Florida. New York is home now.

## **School Daze.**

I went in college in a town close to where I grew up and then to the University of Ostrava. I tried to pursue my dream job – fashion design – but I didn't get into the school I wanted to attend. So I decided to pick between information technology or metal engineering. I chose the latter. But I left all of that behind to become a makeup artist.

## **The J.O.B.**

I am a makeup artist and hairstylist. I usually work on the sets of fashion shoots; however, I mix in private clients and some television work.

## **Wilding Out**

Okay. Don't judge. On my way home (I live uptown) from a party all the way downtown, I relieved myself (#1) right off the West Side Highway. A few drinks and too many bumps in the road made for a rough ride. So it was the highway or inside the Uber!

## **Daytime reverie**

I daydream about taking time off, the next photoshoot, and what's new in makeup.

## **Sign Language.**

I am a Taurus. And I am a ridiculously "taurusy" Taurus. My personality fits the descriptions offered by all of my horoscopes – whether Chinese or Western. I completed my astrological chart using the exact date and time of my birth. Wow! It was like someone was watching me and writing down the stories of my life!





## HOW LONG HAVE YOU BEEN A MAKEUP ARTIST AND HAIRSTYLIST?

Since 2010. I am about to hit my ten year anniversary in this business this Spring.

## WHAT INSPIRED YOU TO GET INTO THE FIELD?

When I was growing up in the Czech Republic, I was intrigued by my Mom's makeup. Also, I used to watch a 20-minute long fashion report on TV every Sunday and became obsessed with it. I could not miss it! The world of fashion and style fascinated me as a child — the clothes, the makeup, the shows, the behind the scenes shots, and interviews with Pat McGrath, the famous makeup artist. It probably started there; however, I don't think I considered becoming a makeup artist until 2009. I lived in Florida at the time and a friend who was a photographer needed someone to do makeup for a portrait shoot he was doing. I ordered brushes from E-Bay, bought a few basics from the local drugstore that would cover most skin tones and that was it. I had just launched my career. The project went really well — so well that I decided to move to NYC to try out my new calling on a much bigger stage.

## SO MAKEUP INSPIRED YOU TO MOVE TO NYC?

Yes! I realized I wanted to pursue the art of makeup as a career, but I wanted to do all of the glamorous stuff I saw on TV! New York was a no brainer for me, although L.A. was an option too.



## WHAT DO YOU LOVE MOST ABOUT YOUR PROFESSION?

Everything! The colors. The textures. The way makeup allows me to enhance someone's features or transform them completely. I love creating illusions and fantasy on a high fashion set. As much as I love the glamour of high fashion, I enjoy doing makeup for people who are going about their every-day lives. I like helping women to look good and feel special. I've freelanced in stores for a bit and it is incredibly rewarding to see how much a small thing such as doing someone's makeup and giving them your undivided attention can make their day or change their perception of themselves.

## WHAT ADVICE WOULD YOU GIVE TO SOMEONE WHO IS JUST STARTING IN THIS BUSINESS?

Stay humble. Be nice. Put down the fun stuff and master the basics first. Patience is a must. It takes years and years before you "make it". Lots of people give up if it doesn't happen in the first two years. Most of the time it doesn't. It often takes much longer than that.





## TELL US FIVE OF YOUR FAVORITE PRODUCTS RIGHT NOW.

- Boy Brow by Glossier
- Advanced Night Repair Cream from Estee Lauder
- CC Cream by Erborian
- Dr. Jart sunscreen
- Givenchy Rouge Interdit Vinyl Color Enhancing Lipstick – 16 Noir Reveleateur

## WHAT ARE SOME OF THE CURRENT TRENDS IN MAKEUP, SKINCARE, AND HAIRCARE?

- **Makeup.** I feel like we are finally going back to more natural makeup after an Instagram inspired obsession with heavy contouring. Think flushed cheeks, glowing skin and nice fluffy eyebrows! Green beauty as well as a wellness approach to beauty are also big trends.
- **Skincare.** CBD in skincare just got big and mushrooms will be the next big thing.
- **Haircare.** I am seeing a healthy approach to hair care and more natural hairstyling. Embracing one's natural texture is the "thing" nowadays.



## WHAT MAKEUP DO YOU TYPICALLY WEAR OR RECOMMEND FOR A GLAMOROUS NIGHTTIME LOOK?

My approach to my own makeup is pretty basic. For nighttime, I keep my makeup clean and minimal and go for a brighter lip. Often red. For others, it depends on one's facial feature, skin tone and comfort zone as well as the outfit and accessories and the event. Regardless of all of those factors, beautiful skin is #1 and a statement lip or a bold eye is always a good idea.

## WHAT ARE YOU DOING WHEN YOU AREN'T WORKING?

I am always working! Even relaxing somewhere scrolling through Instagram or Pinterest is part of my work. I never stop looking for inspiration for my mood boards. Fortunately, I love my job. I take pleasure in cooking and baking when I have time. I must say that I am quite good in the kitchen. I always make time for my cats. I love to cuddle with them.







## WHAT MAKEUP DO YOU TYPICALLY WEAR OR RECOMMEND FOR A GLAMOROUS NIGHTTIME LOOK?

Let's see. I've been described as:

- Slightly OCD.
- Funny.
- A fast talker.
- Easy to read.
- Someone who cares too much.

I agree wholeheartedly!

## WHAT THREE WORDS DESCRIBE YOUR PERSONAL STYLE?

I'd like to give you four words instead.

1. Simple
2. Casual
3. Effortless chic





## DO YOU TAKE FASHION RISKS? IF SO, WHAT ARE THEY?

Not really. I am a scaredy-cat in that regard. I experimented a bit when I was younger but once I found my personal style, I stuck with it. Once in a blue moon, I buy something bolder than my normal stuff – like a brightly colored dress or a cool piece of jewelry. I recently purchased neon green feather earrings that I enjoy wearing much more than I expected!

## DO YOU HAVE A STYLE ICON?

Emmanuelle Alt. She's just perfect. Her style is casual yet dressy. She wears her hair in a simple style and no makeup – yet she always looks so pulled together. Effortless.

## WHAT ARE YOUR FIVE GO-TO PIECES IN YOUR WARDROBE?

- Leather jacket;
- Black Blazer;
- Blue jeans;
- A structured handbag; and
- Black and white tees.





## HOW DOES JEWELRY FIT INTO YOUR DAILY WARDROBE?

Jewelry completes my look and elevates the most basic of looks. During my workdays, I keep my jewelry choices simple. For evenings, I switch up my earrings for more fun ones.

## WHAT'S ON YOUR BUCKET LIST?

I want to see alpacas in Peru. I want to shop for jewels in Jaipur. I want to explore the streets of Buenos Aires. I want to travel the world.

## WHAT ARE YOUR CURRENT OBSESSIONS?

Koala bears and tinted lip products.



## WHERE WOULD YOU TELL FRIENDS TO GO IN ORDER TO GET YOUR NYC EXPERIENCE?

I would suggest spending time in Central Park, lunch at Chelsea Market and a long walk on the High Line. Times Square is a must even though I hate it. I would also recommend brunch at a popular spot like [The Smith](#). Another favorite spot? [Sel Rose](#). I love their oyster brunch! One simply must walk around, and shop in, Soho. In the evening, barhopping in the West Village. Finally, movies in Central Park during the summer!

## TELL US ABOUT ONE UNFORGETTABLE PLACE TO WHICH YOU HAVE TRAVELLED.

Turks & Caicos. I went there during the summer of 2019. The beaches actually looked like they did in the photos that I googled before I arrived. Perfect white sand, warm turquoise water and conch shells everywhere.



# LIGHTNING ROUND! PICK ONE.

**On personal aura:** Mystery or Clarity?

– Clarity

**On personal style:** Minimalist or Maximalist?

– Minimalist

**On interior design:** Bold colors neutral hues?

– Neutral hues

**On NYC apartment living:** Huge walk-in closet with seating area or huge laundry room with full-sized washer and dryer?

– Laundry Room. Duh!

**On shopping:** Online or in a store?

– In a store. Online shopping is like entering a rabbit hole.

**On jewelry:** Delicate or bold?

– Delicate

**On jewelry, pt. 2:** Arm Candy or Ring Bling?

– Arm candy

**On travel:** Adventure—filled with spartan digs or calm and quiet but supremely luxe?

– The best of both.

**On people:** Favorite human trait?

– It's not a trait, but I like a good handshake.

**On people, pt. 2:** Human characteristics that you can do without?

– Laziness



## WHAT DO YOU LOVE ABOUT GOLD?

Gold is timeless.

## WHAT AUVERE PIECES DO YOU LOVE THE MOST?

The [V Neck stack rings](#) and the [V Neck Necklace](#).



## PARTING WORDS?

Skin first. Then makeup. Focus first on having healthy, beautiful skin. If you do so, you will need less makeup!

When it comes to makeup, have fun with color and drama, but in one area of the face at a time — eyes or lips. Most of all, experiment. Play around. Change things up until you find the essential day and evening looks that make you feel and look good!

Stop by to say hi. My website is <https://www.veronikarobova.com> and I am always on [Instagram!](#)



# VERONIKA IS WEARING:

## Cover:

Black Turtleneck Sweater: Zara, and **Jewelry: Auvere** (Bold Heart Diamond Pendant / Black Enamel, and Cone Stud Earrings Polished);

## Look 1:

Camel Coat: H&M; **Hat:** Zara; **Sweater:** Carine Roitfeld for Uniqlo; Skirt: Forever 21; and Jewelry: **Auvere** (Astra Bangles, Double Cone Earrings Tall, Pavo Necklace Satin, Pavo Necklace Polished, Long Link Chain, XOXO Band, Stud Band, Xanthe Ring, Triple Barrel Ring);

## Look 2:

Black Jumpsuit: Reiss; and Jewelry: **Auvere** (Astra IV Cuff, Arthropod Polished Earrings, Dreamcatcher Necklace, Capture Ring, Slash Ring Polished);

## Look 3:

Black Turtle Neck Sweater Zara; Green Pleated Skirt: Scotch & Soda and Jewelry: **Auvere** (Bold Heart Diamond Pendant/Black Enamel, Perigee Bracelet, Cone Stud Earrings, Maze Ring Polished, Multifacet Ring Polished, XOXO Band, Double X Ring, and Galactic Band);

## Look 4:

Leopard Print Blouse: Equipment; Leather Pants: Top Shop; and Jewelry: **Auvere** (Cage Convertible Rope Necklace, Small V Neck Ring Satin, Large V Neck Ring Polished, Firebolt Earrings Short, Lunar Ear Cuff);

## Look 5:

Tuxedo Jacket: Zara; Camisole Dress: Zara; and Jewelry: **Auvere** (Obelisk Convertible Rope Necklace, V Neck Earrings, Tall Maze Cuff, Short Maze Cuff, Double Y Cuff, Butterfly Cuff, Callen Ring Polished, Clean Cut Ring Polished); and

## Look 6:

Dress: Lioness; and Jewelry: **Auvere** (Linear Threader Earrings, Obelisk Convertible Rope Necklace, Dagger Cuff, Cage Cocktail Ring / Ruby Ball, Cage Cocktail Ring / Gold Ball, and Open Cage Cuff).