

Professional Makeup Organizational Model (Pmom): An Interdisciplinary Framework for Standardizing Backstage Operations in Fashion Productions

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Abstract

The contemporary fashion industry increasingly relies on multidisciplinary backstage teams operating under strict production schedules, high creative expectations, and rapidly changing visual requirements. Professional makeup has therefore evolved beyond an artistic procedure into a structured operational process requiring standardized planning, coordinated communication, technical consistency, and quality assurance [1–3].

Despite the central role of makeup departments in fashion productions, limited scholarly attention has been devoted to organizational models capable of integrating management principles with standardized professional makeup methodologies.

This study presents the Professional Makeup Organizational Model (PMOM), an interdisciplinary organizational framework developed from professional observational practice in international fashion productions, educational activities, and large-scale beauty project coordination [4,5].

The model standardizes the organizational structure of professional makeup teams through sequential stages including project planning, team organization, model assessment, workflow management, quality assurance, interdisciplinary communication, and post-production evaluation.

A distinctive component of the proposed framework is the integration of the AK Photoshop Face Method™ as the standardized technical protocol for makeup execution within PMOM. Rather than functioning solely as a corrective makeup methodology, the AK Photoshop Face Method™ provides a unified professional approach to facial assessment, skin preparation, texture refinement, individualized corrective techniques, and cosmetic balance. Integrating this methodology into organizational workflow reduces technical variability among team members while preserving individualized artistic adaptation according to facial anatomy, skin characteristics, and designer-directed visual concepts [20,21,25].

The proposed organizational model was developed through professional observations obtained during fashion productions involving multidisciplinary creative teams, international runway events, educational projects, and large-scale backstage coordination. Practical implementation demonstrated improvements in workflow efficiency, communication between creative departments, operational consistency, time management, and quality control while maintaining flexibility for individualized cosmetic decision-making [5,6].

The findings suggest that professional makeup should be recognized not only as an artistic discipline but also as a structured organizational system requiring standardized operational management supported by evidence-informed technical methodologies. The Professional Makeup Organizational Model (PMOM) may contribute to the development of standardized organizational practices in fashion productions, beauty education, commercial photography, television, and other multidisciplinary environments requiring coordinated professional makeup services.

Keywords: Professional Makeup Organizational Model; PMOM; Fashion Production Management; Backstage Operations; Beauty Team Coordination; Workflow Standardization; AK Photoshop Face Method™; Quality Assurance; Beauty Education; Cosmetic Management.

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Introduction

The contemporary fashion industry has undergone substantial transformation over the past decade, evolving into a highly coordinated multidisciplinary environment where creative excellence depends not only on artistic performance but also on effective organizational management [4,5,7].

Fashion productions now involve simultaneous collaboration among designers, makeup artists, hairstylists, photographers, stylists, lighting specialists, production managers, backstage coordinators, and media teams, all operating within compressed production schedules and strict quality expectations. Within this environment, professional makeup has become an integral operational component of fashion production rather than an isolated cosmetic procedure.

The increasing complexity of backstage operations has revealed significant differences in organizational efficiency among professional makeup teams. While technical makeup skills remain fundamental, successful execution during large-scale productions increasingly depends on standardized workflow organization, communication protocols, task allocation, quality control procedures, and coordinated interaction between multiple creative departments. Nevertheless, the organizational management of professional makeup teams remains largely based on personal experience and informal leadership practices, with limited scientific attention devoted to standardized operational frameworks capable of supporting consistent professional performance.

Professional makeup itself has simultaneously evolved into a highly analytical discipline requiring comprehensive assessment of facial anatomy, skin condition, texture behavior, lighting interaction, photographic requirements, and designer-directed artistic concepts. Contemporary makeup artists must rapidly evaluate multiple technical variables while maintaining consistency across large groups of models prepared under strict backstage timelines. Consequently, technical expertise alone is insufficient without an accompanying organizational system capable of integrating artistic flexibility with standardized operational management.

Another challenge affecting modern fashion productions is the increasing diversity of production formats. International runway shows, editorial campaigns, commercial advertising, television broadcasting, digital media productions, and educational demonstrations all require different organizational strategies while maintaining consistently high cosmetic standards. Makeup departments must therefore function as coordinated operational units capable of adapting to changing production conditions without compromising technical quality, hygiene standards, timing, or artistic objectives.

Although numerous publications describe professional makeup techniques, facial correction, cosmetic product selection, and beauty aesthetics, relatively few studies address the organizational dimension of professional makeup management. Existing literature primarily focuses on artistic execution, whereas backstage coordination, workflow optimization, leadership

structures, interdisciplinary communication, and standardized operational planning remain insufficiently investigated despite their critical influence on production success [1,5,6].

This gap highlights the need for organizational models specifically designed for professional makeup teams operating in complex creative environments.

To address this challenge, the present study introduces the Professional Makeup Organizational Model (PMOM), an interdisciplinary organizational framework developed through professional observational practice in international fashion productions and large-scale beauty projects. PMOM is designed to standardize backstage management by integrating project planning, team organization, communication, workflow control, quality assurance, and post-production evaluation into a unified operational system applicable across diverse fashion environments.

A defining characteristic of the proposed model is the incorporation of the AK Photoshop Face Method™ as the standardized technical methodology for professional makeup execution within the organizational framework [20,21,26].

While PMOM governs operational management, team coordination, and production workflow, the AK Photoshop Face Method™ establishes a unified professional standard for facial assessment, individualized corrective makeup, skin preparation, texture refinement, and cosmetic balance. The integration of these two complementary systems enables organizational consistency without limiting artistic individuality or adaptive decision-making.

Accordingly, this study aims to present an interdisciplinary framework that combines organizational management principles with standardized professional makeup methodology, demonstrating how systematic coordination and evidence-informed technical practice may improve efficiency, communication, quality assurance, and operational consistency during contemporary fashion productions. Through this approach, professional makeup is examined not only as an artistic discipline but also as a structured organizational process capable of contributing to the continued professionalization of the international beauty industry.

Materials and Methods

This study employed a qualitative observational research design supported by descriptive organizational analysis to investigate the management of professional makeup teams during large-scale fashion productions [1,4].

The proposed Professional Makeup Organizational Model (PMOM) was developed through the systematic synthesis of practical observations accumulated over extended professional activity in international fashion events, educational programs, commercial productions, and multidisciplinary creative projects. Rather than evaluating cosmetic products or individual makeup techniques, the investigation focused on organizational processes governing backstage operations and the coordination of professional makeup services under conditions of high production intensity [5,7].

The methodological foundation of the research combined principles of organizational management, workflow analysis, quality assurance, and professional makeup practice. Data were derived from repeated observations of backstage environments in which multiple creative departments operated simultaneously, including fashion designers, hairstylists, photographers, wardrobe specialists, production managers, and professional makeup artists. Particular attention was given to operational interactions influencing production efficiency, communication quality, resource allocation, and consistency of cosmetic outcomes [6,24].

Development of the PMOM framework followed an iterative analytical process. Initial observations identified recurrent organizational challenges affecting backstage performance, including inconsistent communication between departments, unequal workload distribution, variable technical standards among makeup artists, inefficient workstation organization, and deviations from scheduled production timelines. These operational variables were subsequently categorized into functional management domains that collectively formed the structural architecture of the proposed model.

The resulting framework consists of six interconnected organizational stages:

1. Project Planning
2. Team Organization
3. Workflow Management
4. Professional Makeup Standardization
5. Quality Assurance

6. Post-Production Evaluation

Each stage represents a distinct managerial component while remaining operationally interconnected throughout the production cycle [1,2].

This sequential organization enables systematic planning before production, standardized execution during backstage activities, continuous quality monitoring, and structured evaluation following project completion.

Within the fourth stage of the framework, professional makeup execution is standardized through the implementation of the AK Photoshop Face Method™. Unlike conventional procedural guidelines that emphasize cosmetic application techniques alone, this methodology establishes a unified protocol for facial assessment, individualized corrective planning, skin preparation, texture refinement, proportional visual balancing, and adaptive cosmetic decision-making. The methodology functions as the technical component of PMOM, ensuring reproducible professional standards while allowing individualized adaptation according to facial morphology, skin condition, lighting environment, photographic requirements, and artistic direction [3,4].

To evaluate the practical applicability of the organizational framework, observational comparisons were performed across multiple production environments characterized by differences in team size, production schedule, creative complexity, and logistical demands. Organizational performance was assessed using qualitative indicators including workflow continuity, communication efficiency, compliance with production timelines, consistency of technical makeup execution, interdisciplinary coordination, and the frequency of operational interruptions requiring managerial intervention [1,5,7].

Because the study investigated organizational processes rather than human subjects or clinical outcomes, no experimental interventions were performed and no personal or biometric data were collected. All observations originated from routine professional practice and were analyzed exclusively at the operational level without identifying individual participants. Consequently, the proposed framework represents an evidence-informed organizational model derived from professional practice while maintaining ethical principles of confidentiality and responsible observational research [6,7].

Professional Makeup Organizational Model (Pmom): Conceptual Framework

The increasing operational complexity of contemporary fashion productions requires professional makeup teams to function within structured organizational systems rather than through individual technical expertise alone. While artistic competence remains fundamental to successful makeup application, the efficiency of backstage operations depends equally on managerial coordination, standardized procedures, interdisciplinary communication, and continuous quality control. The absence of an integrated organizational framework frequently results in inconsistent technical performance, inefficient allocation of professional resources, communication failures, and deviations from production schedules [1,5,7].

To address these operational challenges, the present study proposes the Professional Makeup Organizational Model (PMOM) as an interdisciplinary framework for organizing, coordinating, and standardizing professional makeup services during large-scale fashion productions. The model was developed through systematic analysis of organizational processes observed in professional practice and is intended to establish a reproducible management structure adaptable to various production formats, including runway presentations, editorial photography, commercial advertising, television broadcasting, educational projects, and beauty competitions.

Unlike traditional backstage management, which frequently relies on informal leadership and individual experience, PMOM introduces a sequential organizational structure in which each operational stage has clearly defined objectives, responsibilities, communication pathways, and quality indicators. The framework does not limit creative decision-making; rather, it provides organizational conditions that allow artistic work to be performed efficiently under demanding production environments.

The conceptual architecture of PMOM is based on six interdependent operational domains that together form a continuous management cycle [6].

Each domain performs a distinct organizational function while simultaneously supporting the subsequent stages of production. This sequential integration minimizes operational fragmentation and promotes consistency throughout the entire backstage process.

The structural organization of the proposed Professional Makeup Organizational Model (PMOM) is presented in Figure 1, illustrating the six interconnected operational domains that collectively establish a continuous

framework for standardized backstage management in fashion productions.

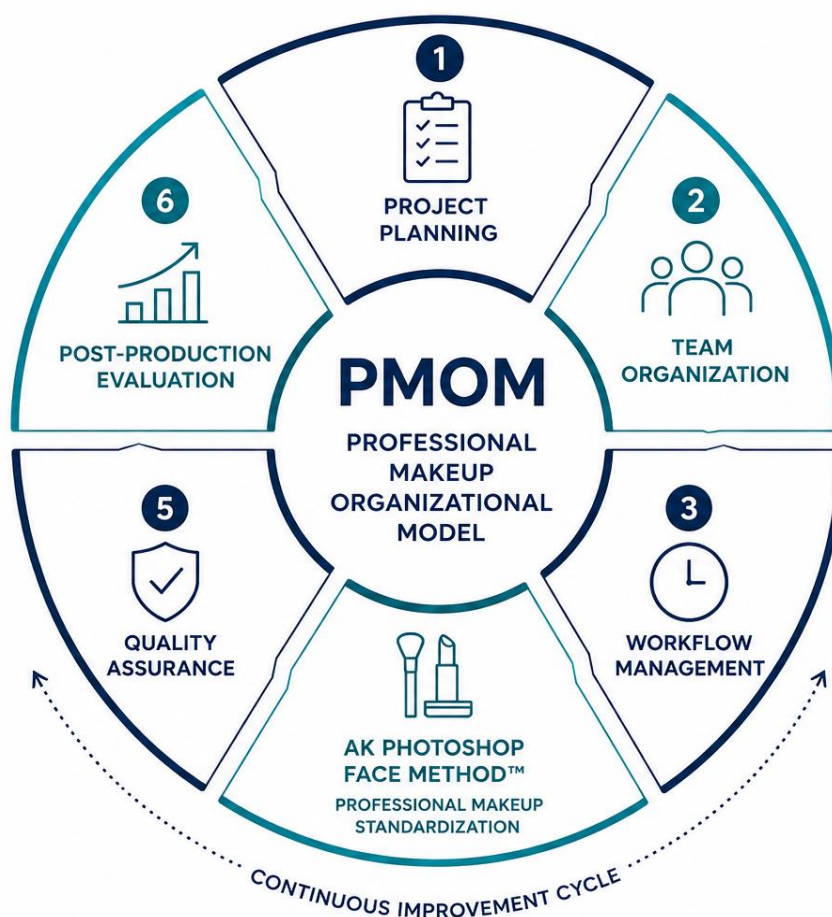


Figure 1. Professional Makeup Organizational Model (PMOM): Organizational framework integrating six sequential operational domains for standardized backstage management in fashion productions. The model combines organizational planning, team coordination, workflow regulation, standardized makeup execution through the AK Photoshop Face Method™, quality assurance, and post-production evaluation within a continuous management cycle.

The first domain, Project Planning, establishes the strategic foundation of production management. At this stage, the makeup department analyses production objectives, designer requirements, the expected number of participants, scheduling constraints, available resources, workstation capacity, and logistical considerations. Early identification of operational requirements enables accurate resource allocation and reduces the probability of workflow disruption during production.

The second domain, Team Organization, defines the internal structure of the makeup department. Professional

responsibilities are distributed according to technical competence, production complexity, and supervisory requirements. Clear organizational hierarchy facilitates rapid decision-making, improves accountability, and establishes efficient communication between senior coordinators and operational team members. Functional role differentiation also supports balanced workload distribution while maintaining consistent professional standards across all workstations.

The third domain, Workflow Management, regulates the operational sequence of backstage activities [6,7].

Makeup procedures are organized according to production schedules, model availability, hairstyle preparation, wardrobe sequencing, and stage timing. Continuous monitoring of workflow progression allows managers to identify emerging delays, redistribute personnel when necessary, and maintain synchronization between the makeup department and other creative units involved in the production.

The fourth domain, Professional Makeup Standardization, constitutes the technical core of the organizational framework [20,21,26]. Within PMOM, standardized cosmetic practice is achieved through implementation of the AK Photoshop Face Method™, which provides unified principles for facial assessment, corrective planning, skin preparation, texture refinement, proportional balancing, and adaptive cosmetic execution. Rather than prescribing identical makeup designs, the methodology standardizes the analytical process preceding cosmetic application, thereby allowing individualized artistic interpretation while maintaining technical consistency among multiple makeup artists working simultaneously.

The fifth domain, Quality Assurance, introduces systematic evaluation procedures before model release. Each completed makeup is assessed according to predefined professional criteria including technical precision, hygiene compliance, structural balance, compatibility with lighting conditions, photographic performance, and consistency with the approved creative concept. Independent quality verification reduces corrective interventions during later production stages and contributes to overall operational reliability [2,24].

The final domain, Post-Production Evaluation, extends organizational analysis beyond the completion of the event. Operational outcomes are reviewed through structured assessment of workflow efficiency, communication effectiveness, resource utilization, technical consistency, and organizational challenges encountered during production. Lessons derived from post-event evaluation provide evidence for continuous refinement of organizational protocols and contribute to the long-term development of standardized professional management systems [6,24].

Collectively, these six domains establish PMOM as an integrated organizational framework in which managerial coordination and technical standardization function as complementary components of professional

makeup practice. By combining structured operational management with an evidence-informed cosmetic methodology, the model provides a reproducible foundation for improving efficiency, maintaining quality, and supporting interdisciplinary collaboration within contemporary fashion productions.

Integration of The Ak Photoshop Face Method™ Within the Professional Makeup Organizational [26]

Model

Although organizational efficiency determines the continuity of backstage operations, the consistency of cosmetic outcomes depends on the technical methodology applied during makeup execution. In multidisciplinary productions involving numerous makeup artists, variations in professional experience, individual application habits, and subjective artistic interpretation frequently produce inconsistent visual results despite effective organizational coordination. Consequently, organizational management alone cannot ensure uniform professional quality without a standardized technical protocol governing the makeup process itself [20,21].

Within the proposed Professional Makeup Organizational Model (PMOM), this function is fulfilled by the AK Photoshop Face Method™, which serves as the standardized methodological framework for professional makeup execution. The methodology is integrated into the fourth operational domain of PMOM and establishes unified analytical principles before cosmetic application begins. Rather than prescribing identical artistic outcomes, it standardizes the sequence of professional assessment and technical decision-making, allowing multiple makeup artists to achieve consistent quality while preserving individualized adaptation.

The methodological process begins with comprehensive facial assessment. Instead of selecting cosmetic products immediately, the makeup artist performs a structured evaluation of facial proportions, skeletal architecture, skin condition, natural asymmetries, texture characteristics, pigmentation patterns, and anticipated interaction with photographic and stage lighting. This analytical stage determines the corrective strategy that will guide all subsequent technical procedures [20,26].

Following facial assessment, the methodology incorporates individualized skin preparation based on

functional skin characteristics rather than generalized cosmetic routines. Hydration status, barrier integrity, surface texture, sebaceous activity, and environmental conditions are evaluated before selecting preparatory products. Such individualized preparation improves cosmetic stability during prolonged productions and reduces the likelihood of technical failure under demanding backstage conditions [21].

The corrective phase of the AK Photoshop Face Method™ emphasizes proportional enhancement rather than cosmetic transformation. Visual balance is achieved through selective modulation of light, shadow, texture, and color intensity according to individual facial anatomy. Instead of relying on universal contouring patterns or standardized beauty trends, corrective decisions are adapted to the structural characteristics of each model while maintaining harmony with the artistic concept established by the production.

Texture refinement constitutes another central component of the methodology. Cosmetic layering is performed according to the optical behavior of products under professional lighting and high-resolution imaging systems. Foundation density, powder distribution, reflective finishes, and corrective textures are adjusted to preserve natural skin appearance while maintaining durability throughout extended production schedules. This approach minimizes excessive product accumulation and contributes to stable cosmetic performance during photography, runway presentations, and television recording [20,25].

Within PMOM, implementation of the AK Photoshop Face Method™ also facilitates technical consistency across multidisciplinary makeup teams. Because all participating artists follow an identical analytical sequence before cosmetic application, variations associated with individual working styles are substantially reduced. Standardization is therefore achieved through harmonization of professional reasoning rather than through restriction of artistic creativity. Makeup artists retain flexibility in aesthetic interpretation while operating within a common methodological framework that ensures comparable technical quality.

An additional organizational advantage of integrating the methodology into PMOM involves accelerated onboarding of newly assigned team members. Standardized analytical procedures simplify professional

communication between lead makeup artists and operational staff, enabling rapid delegation of responsibilities without compromising technical standards. During large-scale productions involving numerous simultaneous workstations, this organizational consistency significantly improves supervisory efficiency and reduces the frequency of corrective interventions by senior coordinators [1,20,26].

The integration of organizational management through PMOM and technical standardization through the AK Photoshop Face Method™ establishes a dual-level operational system in which managerial coordination and professional cosmetic methodology function as complementary components of a unified production framework. PMOM governs organizational structure, workflow continuity, communication, and quality management, whereas the AK Photoshop Face Method™ ensures methodological consistency during professional makeup execution. Together, these interconnected systems provide an evidence-informed foundation for standardized backstage operations while preserving the individualized artistic principles that remain fundamental to contemporary professional makeup practice.

Operational Implementation Of Pmom In Large-Scale Fashion Productions

The practical implementation of the Professional Makeup Organizational Model (PMOM) demonstrated that structured organizational management substantially improves the operational performance of professional makeup departments working in complex fashion production environments. Observational analysis conducted during large-scale multidisciplinary projects indicated that systematic planning and standardized workflows reduced organizational variability while preserving the flexibility required for creative decision-making.

One of the principal observations concerned the influence of standardized project planning on backstage efficiency [1].

Prior to introducing a structured organizational sequence, preparation frequently depended on individual experience and spontaneous coordination among team members. Although experienced professionals were generally capable of adapting to changing production conditions, the absence of predefined operational procedures occasionally resulted in unequal workload

distribution, duplicated tasks, delayed model preparation, and interruptions affecting subsequent production stages.

Application of PMOM transformed these processes into a coordinated operational sequence beginning before the arrival of models. Project analysis, workstation preparation, allocation of professional responsibilities, and communication protocols were established during the planning phase, enabling the makeup department to function as an integrated production unit rather than a collection of independent specialists. This preliminary organization significantly reduced uncertainty during periods of maximum backstage activity.

Another important finding involved communication between creative departments. Large fashion productions require continuous interaction among designers, hairstylists, wardrobe coordinators, photographers, production managers, and makeup teams [5,8].

Without standardized communication pathways, information regarding schedule modifications, styling revisions, or production priorities may be transmitted inconsistently, increasing the probability of operational delays. Within PMOM, communication responsibilities are incorporated into the organizational hierarchy, allowing production updates to circulate through clearly defined supervisory channels. This structure minimized contradictory instructions and improved coordination between departments throughout the production process.

The implementation of standardized technical procedures through the AK Photoshop Face Method™

further contributed to organizational stability. Because every participating makeup artist followed an identical analytical sequence before cosmetic application, professional decisions became more predictable and technically consistent. Individual creativity remained essential during artistic execution; however, diagnostic assessment, corrective planning, skin preparation, and proportional analysis were performed according to shared methodological principles. Consequently, supervisory intervention decreased as technical consistency increased across multiple workstations.

Workstation organization also emerged as a significant determinant of operational performance. Observations demonstrated that clearly defined workstation layouts, standardized equipment placement, and controlled product organization reduced unnecessary movement, shortened preparation intervals, and facilitated uninterrupted workflow during periods of high production intensity. These logistical improvements became particularly important when simultaneous preparation of numerous models required continuous interaction among adjacent professional teams.

To further evaluate the operational capacity of PMOM under large-scale production conditions, workforce planning was modeled using actual organizational data obtained from a six-hour fashion show involving 250 models. The analysis incorporated production duration, available working time, number of professional makeup artists, average workload distribution, and cumulative preparation progress throughout the production period. The operational planning model is presented in Figure 2.

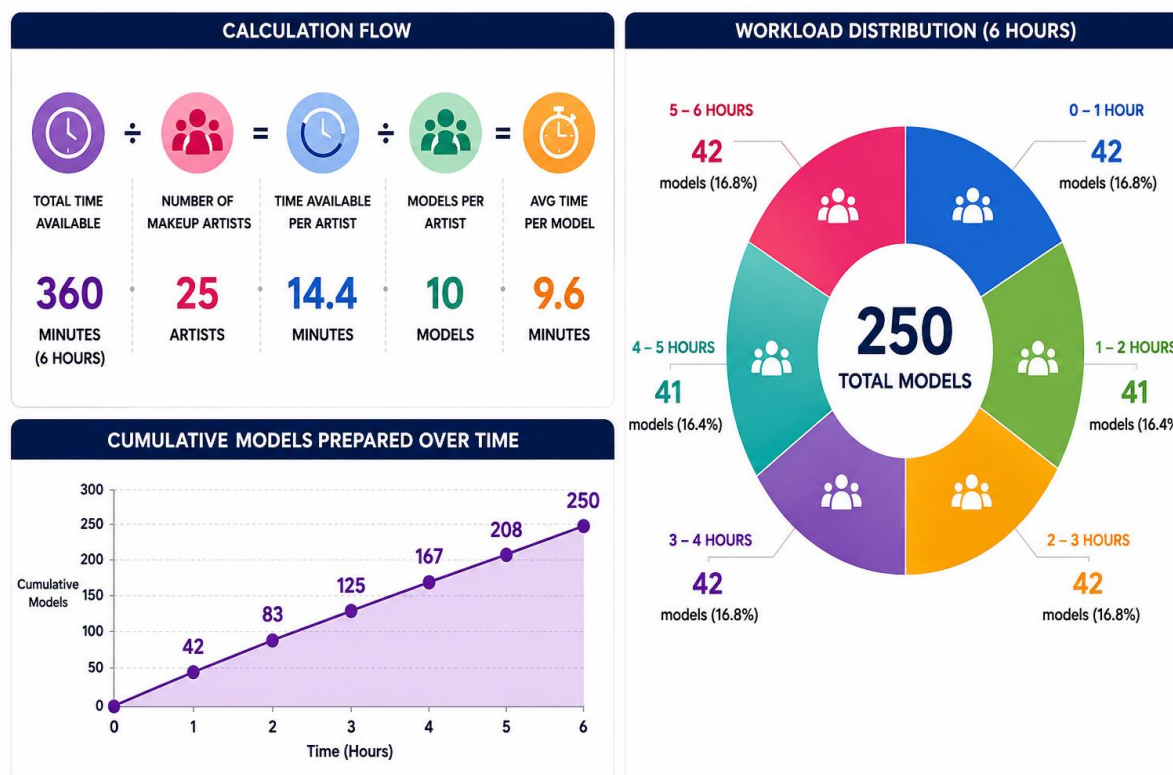


Figure 2. Operational workforce planning within the Professional Makeup Organizational Model (PMOM). The figure illustrates the relationship between production duration, total number of models, number of professional makeup artists, workload distribution, cumulative production progress, and average preparation time during a six-hour fashion production involving 250 models.

The operational model presented in Figure 2 demonstrates the practical application of PMOM for workforce allocation during high-capacity fashion productions. Under the analyzed production scenario, a team of 25 professional makeup artists completed the preparation of 250 models within a six-hour operational period. This staffing structure resulted in an average workload of 10 models per artist, providing approximately 9.6 minutes of effective preparation time for each model while maintaining uninterrupted backstage workflow.

The cumulative production curve illustrates a stable progression in model preparation throughout the event, indicating balanced resource utilization and continuous operational performance. Simultaneously, the workload distribution diagram demonstrates an approximately uniform allocation of models across the entire production schedule, minimizing workflow bottlenecks and reducing the likelihood of delays during final runway preparation.

These findings support the practical scalability of PMOM by demonstrating that systematic organizational planning enables efficient coordination of large multidisciplinary makeup teams without compromising production timelines or professional quality standards. Rather than relying solely on individual experience, the framework provides an evidence-informed organizational approach for calculating staffing requirements, balancing professional workload, and maintaining operational stability during complex fashion productions [1,24].

Quality assurance procedures incorporated within PMOM provided an additional organizational advantage. Instead of postponing technical evaluation until immediately before runway presentation or photography, quality control was integrated into multiple stages of the workflow. Progressive verification of cosmetic balance, hygiene compliance, texture performance, and compatibility with artistic direction enabled early identification of technical deviations, reducing the need for extensive corrective work during the final stages of

production. This preventive approach improved overall production stability while decreasing time pressure immediately before model release.

Post-production evaluation represented the final component supporting continuous organizational development. Following completion of each project, operational observations were systematically reviewed to identify strengths, recurring challenges, and opportunities for procedural refinement. Rather than treating each production as an isolated event, PMOM incorporates accumulated professional experience into future organizational planning, thereby establishing a continuous cycle of evidence-informed improvement. This iterative process strengthens organizational resilience and facilitates adaptation to increasingly complex production environments.

Collectively, these observations indicate that organizational standardization does not restrict artistic practice but instead creates conditions under which professional creativity can be implemented more efficiently. By integrating structured management principles with standardized technical methodology, PMOM supports reproducible operational performance while maintaining the individualized aesthetic approach required in contemporary fashion productions. The model therefore demonstrates practical applicability as an organizational framework capable of improving efficiency, communication, technical consistency, and quality assurance across a broad spectrum of professional makeup environments [3,4,7].

Discussion

The findings of the present study indicate that organizational management represents a critical yet insufficiently investigated component of professional makeup practice within contemporary fashion productions. While previous discussions in professional beauty literature have predominantly emphasized artistic execution, cosmetic techniques, product performance, and aesthetic outcomes, comparatively little attention has been devoted to the organizational mechanisms that enable technical excellence under conditions of operational complexity. The Professional Makeup Organizational Model (PMOM) addresses this gap by positioning backstage makeup coordination as a structured management process rather than solely a creative activity [3,4].

A central contribution of the proposed framework lies in its integration of organizational management principles with standardized technical methodology. Conventional backstage practice often depends on the individual experience of lead makeup artists, whose personal leadership skills determine workflow efficiency and production continuity. Although experienced coordinators may successfully manage complex projects through professional intuition, such approaches remain difficult to reproduce across different teams or educational environments. PMOM replaces this dependence on individual practice with a structured operational framework that defines organizational responsibilities, communication pathways, workflow sequences, and quality control procedures applicable to diverse production settings [5,6].

An additional contribution of the model is the distinction established between organizational standardization and artistic standardization. In professional beauty practice these concepts are frequently perceived as interchangeable, leading to concerns that standardized procedures may limit creative expression. The present framework demonstrates the opposite relationship. Standardization within PMOM concerns organizational processes rather than artistic outcomes. By providing clear operational structure, coordinated communication, and consistent technical methodology, the model creates conditions in which makeup artists retain complete creative flexibility while working within an organized production system.

The incorporation of the AK Photoshop Face Method™ further strengthens this distinction. Rather than functioning as a restrictive cosmetic protocol, the methodology standardizes professional analytical reasoning preceding makeup application [20,26].

Facial assessment, skin evaluation, proportional analysis, and corrective planning follow consistent methodological principles, whereas the artistic interpretation of each face remains individualized. Consequently, technical consistency is achieved without compromising aesthetic diversity, allowing multiple professionals to produce harmonized results while respecting the unique anatomical characteristics of each model.

From an educational perspective, the proposed framework also offers significant practical implications. Contemporary makeup education frequently prioritizes

the acquisition of technical application skills, whereas organizational competencies such as workflow management, interdisciplinary communication, leadership, and quality assurance receive comparatively limited attention. As fashion productions become increasingly complex, professional preparation should extend beyond cosmetic technique to include operational management capable of supporting collaborative creative environments. PMOM provides a structured educational framework through which these competencies may be systematically introduced into professional training programs.

The interdisciplinary nature of the model further expands its potential application beyond runway productions alone [10,11]. Although developed within the context of fashion events, its organizational principles may be adapted to editorial photography, commercial advertising, television broadcasting, film production, theatrical performance, beauty competitions, luxury retail presentations, and educational demonstrations. Any environment requiring simultaneous coordination of multiple makeup professionals may benefit from standardized operational procedures that improve communication, optimize resource allocation, and maintain consistent technical quality.

Several limitations should nevertheless be acknowledged. The present study is based on qualitative observational analysis derived from professional practice rather than controlled experimental investigation. Consequently, the proposed framework should be regarded as an evidence-informed organizational model whose effectiveness has been evaluated through repeated practical implementation rather than quantitative statistical comparison. Future investigations may strengthen the evidence base through prospective multicenter studies examining objective indicators such as workflow duration, production efficiency, communication accuracy, technical consistency, and quality outcomes across different organizational settings.

Despite these limitations, the findings suggest that the organizational dimension of professional makeup deserves greater recognition within both academic research and professional education. The increasing scale and complexity of contemporary fashion productions require management systems that complement technical expertise with reproducible organizational standards. PMOM represents one possible framework through which professional makeup may continue its evolution

from an experience-based craft toward a systematically organized interdisciplinary profession grounded in structured operational management, standardized technical methodology, and continuous professional development.

Conclusion

The present study introduces the Professional Makeup Organizational Model (PMOM) as an interdisciplinary organizational framework designed to standardize backstage management in contemporary fashion productions. The proposed model expands the understanding of professional makeup beyond technical cosmetic application by recognizing it as a coordinated operational system requiring structured planning, clearly defined organizational responsibilities, standardized communication, continuous quality assurance, and evidence-informed managerial decision-making.

The integration of the AK Photoshop Face Method™ within PMOM establishes a complementary relationship between organizational management and technical standardization [20,26].

While PMOM regulates operational workflow, resource coordination, and interdisciplinary collaboration, the AK Photoshop Face Method™ provides a unified methodological foundation for facial assessment, individualized corrective planning, skin preparation, texture refinement, and professional makeup execution. Together, these frameworks create a coherent organizational and technical system capable of maintaining high professional standards without restricting artistic individuality.

Observational findings indicate that systematic organizational planning contributes to improved workflow continuity, greater consistency of technical performance, enhanced communication between creative departments, and more effective allocation of professional resources during large-scale productions. The framework also supports the development of reproducible operational procedures that facilitate leadership, professional training, and quality management within multidisciplinary makeup teams [10,11].

Beyond its immediate application in fashion productions, the proposed organizational model demonstrates potential relevance for editorial photography, commercial advertising, television broadcasting, film

production, theatrical performance, luxury beauty services, and educational environments where coordinated professional makeup practice is required. Its adaptable structure allows implementation across production settings of varying complexity while preserving flexibility for artistic interpretation and project-specific creative objectives.

The findings further suggest that the future development of professional makeup should incorporate organizational science alongside cosmetic expertise. As the international beauty industry continues to expand and multidisciplinary productions become increasingly complex, standardized operational frameworks may contribute to higher levels of professional consistency, educational quality, and organizational sustainability [3,4,7].

Within this context, PMOM represents an initial step toward establishing evidence-informed management principles capable of supporting the continued scientific and professional development of contemporary makeup artistry.

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