

Mikaela

ATTITUDE AND ABILITY

By Cyndi Lott

Harry F. Banks once said “For success, attitude is equally as important as ability.” Mikaela Fernandez is a woman who has embraced this philosophy wholeheartedly. When others doubted her abilities and questioned her goals, she persevered. As a result of her fierce determination to fulfill her dreams, many now refer to Mikaela as one of the top Lash Stylists in the country.

Soon after graduating from High School, this Massachusetts’s native enrolled in training for Cosmetology. Her goal wasn’t to be a Cosmetologist but ultimately, to become a specialist in makeup and lashes. After receiving her license she dedicated herself to spending her weekends in Manhattan attending class after class on the application of makeup. From MAC to Trucco’ and everything in between, Mikaela could easily fill a wall with the evidence of her many trainings and certifications. By age 20 this newcomer on the beauty scene had already completed work on a commercial and a feature film.

After a brief but highly successful stint as freelance artist in the Miami, FL modeling world, where Mikaela met husband and fellow makeup artist Georgio, Mikaela’s vast experience garnered her a coveted position with MAC in New York. Over the next seven years she travelled around the country applying makeup and false lashes for the MAC line. Eyelash extensions were still relatively unknown at the time but Mikaela’s early lash forays did not go unnoticed. By customizing strip lashes in new and innovative ways, she garnered a reputation as “The Lash Girl” in MAC circles. Mikaela’s passion for lashes led her to decide this was what her career focus would be. “People would joke and laugh when I said this is going to my career,” she says. “Just lashes.”

Career moves led Mikaela and her family back to the Miami area around 2005. As fate would have it, shortly after returning to Florida, Mikaela received a proposition to do “just lashes” for an exclusive spa in Delray. The spa was looking to solidify themselves as a top area provider of a hot new service, eyelash extensions, and needed someone to lead the way.

The initial staff, Mikaela says, consisted of 6-7 lash stylists all using products by various companies. Some were trained, others not. “The lashes were a mess! Business was suffering because lash clients were not returning,” she says. Her initial experiences led her to think extensions were a terrible investment. It wasn’t until she had clients in her makeup chair, with these gorgeous, seamless almost undetectible lashes that she realized all extensions were not the same. “I would ask them what extensions

they were wearing and every time they said it was Xtreme Lashes,” she explains.

Mikaela called Xtreme Lashes® and signed up for a training in November 2006; four months later she returned for an Advanced Training. The lash business at the Delray spa took off, earning the salon \$250,000 over the next 6 months. Mikaela’s passion was so great she became a trainer for Xtreme and began traveling nationally with the company. Her work as a Stylist got the respect and attention of local celebrities, socialites and clients around the country. In her own words she “slept, ate and breathed Xtreme Lashes®”. No longer “The Lash Girl” of false strips, this established professional became known as “Ms. LadyLash” by her Xtreme Lashes® followers.

With demand for her personal services on the rise, Mikaela left the spa she was working for to establish her own business before the year was up. She opened LadyLash Studios (The Lash Studio) in Delray Beach last October and business has been booming ever since. She and husband Georgio plan to expand the LadyLash team in the fall with additional stylists plus a handful of makeup and brow specialists.

Mikaela says she honestly feels her success is due to Xtreme Lashes®. “The attention to detail and quality of work I put out there is because of my training; people recognize that kind of work.” It’s really about the passion.”

Despite dealing with a hectic schedule, Mikaela stresses that she always makes time to spend with her family. She, husband Georgio and their two daughters, Jaden and Samantha, enjoy hopping in the waters of Miami, bike riding and reading books together. “With two career professionals, keeping my family a tight unit is the most important thing to me. All of this can disappear in a heartbeat.”

With over 1000 lash applications under her belt she shows no signs of slowing down. Her fabulous lashes have been featured in many National publications as well locally. She has also been touted as “one of the most talented and respected eyelash extension experts in the industry” by Boca Raton News. This month she will be featured in Palm Beach Illustrated and is looking forward to a feature in a prominent New York City publication in the fall.

Clients of Mikaela’s hail from all over. She is flown in to apply lashes from California to New York and as far away as El Salvador. ■

To book your appointment with National Lash Artist Mikaela Fernandez please ring LadyLash Studios 561 330-3434 ext 320 and visit ladylash.com. Makeup applications and Brow sculpting also available .



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