BEAUTYWORLD DUBAI 2026

The Art of a Perfect Gaze

At Beautyworld Dubai, Shirin Nabati and Tatti Lashes turned a live makeup demonstration into a study in precision, glamour and the transformative power of lashes.

8 OCTOBER 2026 / THE MAKEUP STUDIO, DUBAI



Shirin Nabati on stage at The Makeup Studio during Beautyworld Dubai 2026.

There are makeup demonstrations, and then there are moments that feel like a live editorial coming to life. On 8 October 2026, international makeup artist Shirin Nabati appeared with Tatti Lashes at Beautyworld Dubai, bringing her polished aesthetic and exacting approach to a stage surrounded by an unusually large audience.

Over a tightly paced, hour-long session, she worked through the look beyond an already prepared complexion, making the eyes and the art of lash placement central to the story. With an estimated 1,000 spectators gathered around the stage, the demonstration became as much a shared beauty moment as a technical masterclass.

01 / ON THE RUNWAY OF BEAUTY

A Stage for Beauty

Within the bustle of Beautyworld Dubai, the most compelling details were happening up close: a brush, a gaze, a carefully considered final touch.

Beautyworld Dubai has become a meeting point for the global beauty business, where product innovation sits alongside the people who interpret it. At The Makeup Studio, that relationship is made visible. A product is no longer simply displayed; it is tested through the hands of an artist, in front of an audience that understands the difference between an attractive result and a repeatable technique. Against this setting, Nabati's session with Tatti Lashes was designed around the sort of glamour that looks effortless only once every detail has been resolved.

The presentation was built around a full makeup look, with one deliberate adjustment for the stage. Because the masterclass had just one hour, the model's complexion had been completed before the audience-facing demonstration began. That was a practical choice rather than a shortcut. It protected time for the visible transformation and allowed attention to remain on the parts of the process that require particularly close judgement: shape, balance, definition and finishing.



Attendees watched and recorded the live demonstration at The Makeup Studio.

For a professional artist, working live also means translating instinct into something an audience can follow. Tiny changes in angle or density may make the difference between a lash that simply adds volume and one that changes the perceived architecture of the eye. On a large stage, with the image projected onto screens, the smallest decisions become part of the performance. The appeal is not just watching a look take shape; it is seeing the reasoning that makes the result coherent.

The atmosphere around the demonstration was part of its impact. Photographs from the event show rows of viewers, a dense standing crowd and raised phones trained on the stage. In that context, the live masterclass occupied a rare space between an intimate lesson and a public spectacle. It offered a closer encounter with Nabati's professional process while placing Tatti Lashes in a moment of highly visible creative use.

02 / THE DETAIL

The Lash Language

For Nabati, definition is never an afterthought. At Beautyworld Dubai, the focus fell on a pair of deceptively simple numbers: 14 mm and 16 mm.



An intimate view of the live application, broadcast on the stage screens.

The cluster lashes used in the demonstration measured 14 mm and 16 mm. On paper, the difference is just two millimetres. In the language of eye makeup, however, length is only one part of the conversation. What matters is how individual pieces relate to the shape of the eye, the visual weight of the rest of the makeup and the effect the artist intends to create. An elevated glam look demands drama, but it also demands control.

The attraction of clusters lies in their flexibility. Rather than treating a lash line as a single, uniform strip, an artist can think in sections, assessing the desired emphasis across the eye. Variations in length can create visual rhythm: one area feels more open, another more elongated, while the surrounding makeup supports the effect. The final impression depends not on choosing the longest lash, but on making the lash look purposeful within the whole face. That principle is particularly relevant to Nabati's style, which is recognised for its polished finish and attention to facial features.

Lash placement was a defining feature of the Tatti Lashes collaboration, but it was not isolated from the rest of the makeup. The demonstration encompassed the remaining stages of the look beyond the pre-completed complexion. Working within the one-hour format brought technique and editing together: understanding which details deserve time, which movements can be economical, and how the finished eye should relate to the brows, lips and overall expression. A beautiful application is not a collection of disconnected steps. It is a series of decisions made in relation to one another.

03 / BEYOND THE STAGE

The Power of a Shared Moment

A crowd of approximately 1,000 gave the hour its own momentum. But the enduring impression was the intimacy of technique, made visible at scale.



A large audience gathered for the Tatti Lashes masterclass in Dubai.

From the floor of the exhibition hall, the size of the audience was impossible to miss. Visitors clustered around the seating area and stood along the surrounding space, many holding their phones toward the stage. The estimated attendance of approximately 1,000 is a measure of interest, but the photographs convey something more immediate: attention directed toward the work as it happened.

Beauty education has increasingly become a public-facing experience. The best demonstrations do not only reveal a finished look; they make the invisible labour behind it accessible. Here, an international artist, a specialist lash brand and a major regional beauty exhibition met on common ground. For viewers, the value lay in seeing an accomplished professional make live decisions. For Tatti Lashes, the partnership placed its products within the language of artistry rather than a conventional sales display.

There is a particular clarity in watching a look emerge one detail at a time. The live format makes precision tangible, and the scale of this audience showed the appetite for experiencing it in person. Beautyworld Dubai 2026 offered the backdrop; Nabati and Tatti Lashes gave the hour its character.

Event: Shirin Nabati × Tatti Lashes, The Makeup Studio, Beautyworld Dubai 2026 | Date: 8 October 2026

Official event listing: beautyworld-dubai.ae.messefrankfurt.com