

Seneca students earn top spots in nationwide competition

Published 2/24/2022 by [Stephanie Conte](#)

Pictured: the photo Maria Paula Espina submitted for the competition.

Two students from Seneca's School of Fashion received top honours in the NYX 2022 Upcoming Artist Program competition.

Sponsored by NYX Professional Makeup (NYX PMU) Canada, the competition runs three times per year. For the most recent program run, participants were required to submit videos based on the theme, "From 0 to 100." Jatiksha Arora and Maria Paula Espina, students in the [Cosmetic Techniques & Management \(CTM\) diploma program](#), claimed two of the three winning spots with their video submissions.

As winners, Ms. Arora and Ms. Espina will appear in NYX PMU Canada's public relations (PR) mailing lists promoting the next three Upcoming Artist Program competitions.

In addition to PR exposure, Ms. Arora and Ms. Espina receive prizes to benefit their entire class — a NYX PMU prize pack for classroom use and a Q-and-A session hosted by NYX PMU Canada. This opportunity will give students access to a virtual panel made up of members of the cosmetics brand's marketing, education, public relations and social teams who will share industry insight on products, career and more.

The makeup artistry skills of CTM students have gained NYX PMU Canada's attention in the recent past. Graduates Katie Decimelli and Amoy Kerr were Upcoming Artist winners in last year's program. Also in 2021, Val Albaera, currently in his second semester of the program, was the grand champion of the Twisted World of Artistry Awards, a nationwide social media contest sponsored by NYX PMU Canada.

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