

ABSTRACT

Makeup is an activity to decorate oneself, especially the face, using cosmetic tools. Makeup aims to correct facial imperfections and emphasize the shape of a person's face. Along with the emergence of various new trends on social media, various cosmetic products such as foundation, blush-on, eyeshadow, lipstick are also growing. On the other hand, the diversity of cosmetic products encourages an increase in disposable cosmetic packaging waste that is difficult to decompose. This design is made based on these conditions. The design focuses on the packaging of the makeup palette refillable whose contents can be adjusted by the Makeup Artist. In data collection, questionnaires, interviews and observations were distributed to the Makeup Artist. This design uses the Design Thinking method where the packaging to be made is adjusted to the needs and preferences of a Makeup Artist. The result that will be obtained is a makeup palette refillable for Indonesian Makeup Artists. The implementation of this packaging will help meet the needs of Makeup Artists for each of their clients.

Keywords: *Designing, Refill, Makeup Artist.*