

# makeUP<sup>in</sup> Los Angeles

## MAKEUP & LUXE PACK IN LOS ANGELES, THE WINNING COMBINATION!



**It was a great first with the huge success expected last week in Los Angeles. For the first time the Luxe Pack trade show was held concurrently with the MakeUp in Los Angeles event. Taking advantage of the momentum initiated three years ago by the global BtoB event concept that "MakeUp In" trade shows have become, visitors were given the opportunity to discovered in a unique venue – the Barker Hangar –, two upscale and complementary events dedicated to the premium and beauty sectors. More than 3,900 people had made the trip to attend the two-day events.**

Unanimous, exhibitors and visitors to both events said they would certainly be back for next year's edition! And certainly in larger numbers next year! It was difficult at certain hours of the day to make your way in the crowded aisles ..., very difficult also to try meeting without any appointment exhibitors often overwhelmed by requests..., and certainly easier to see the satisfaction on the faces of all participants.



Indeed, concerning MakeUp in Los Angeles, there were plenty of suppliers for brand owners to visit. The biggest names in the global subcontracting Beauty industry – ranging from color cosmetics, packaging and makeup accessories – had once again answered the call. In the aisles some comments could be heard... "A show to miss under no circumstances"..., "Here we do business, good business"..., "We must absolutely ask for two extra square meters next year"..., "Are you absolutely positive I will still be able to get a stand next year?"... And the few manufacturers who had hesitated to register at the time, all wanted to be on the list for next year.

With more than 3,900 visitors attending (vs. 1500 last year !!!), this third edition of MakeUp in Los Angeles will have broken all records. And they came from all four corners of the United States but also from abroad: American and Canadian visitors of course, but also South American, European, Asian, Australian and even from the Middle East!



## Acclaimed conferences!

The success was huge as usual for conferences which gathered in two days nearly 1300 participants. It is true that the quality of speakers and the relevance of topics debated could only attract people. The innovation tree at the entrance of the show, taking of course the shape of a palm-tree, was literally assailed by curious visitors. An Innovation Tree competition praised by all participants and which culminated in the Award Ceremony animated by the renowned Make Up Designer, Michele Burke, and Amy Nicole, the Head of the Chic Studios Makeup School.

"The idea of launching MakeUp in Los Angeles three years ago was really THE "good idea," said Sandra Maguarian and Jean-Yves Bourgeois, the creators of the concept... while the forthcoming 2018 MakeUp in New York edition is also already sold out, with again not enough stands for everyone!" One country, two markets!



**See you next year, same dates, same place...**