

Be in the KNOW...with our conferences



I want my invitation now!

As always at the MakeUp in Los Angeles shows, an amazing conference program awaits you on the fringe of the show itself. Trends, brands stories, market news, innovations...

All the “hot” subjects of the moment will be covered and explained to you in great details!

Here is a little preview of the 1st day....

Wednesday February 27th, 2019

Morning

9:10am – 9:15am **Welcome and Introduction of the 2 days of key notes and round tables by Charles-Emmanuel Gounod and Linda Villalobos**

9:15 am -10:00 am **CREATIVE DESIGN DIRECTION: KEY TRENDS FOR AUTUMN/WINTER 2020/21**

- **Alison JENSON, Head US Analyst, STYLUS**

10:15 am -11:00 am **“Transparency & Claims”**

Round table moderated by **Pamela Jo Busiek**, President of ICMAD with the participation of:

- **Chris Birchby**, Chief Eco Entrepreneur & Founder of COOLA Cosmetics
- **Jennifer Stansbury**, Managing Partner at The Benchmarking Company
- **Craig Weiss**, Co-CEO and President of Consumer Product Testing Company

11:15 pm – 12:00 pm MARKETING TO GEN Z: DRIVING PROFITABLE GROWTH

- **Jeff FROMM**, Marketing Strategist, President, Forbes Contributor, FUTURECAST

Afternoon

1:00pm – 1:45pm

“Data Mining, Near Field Communications (NFC) and other Digital Solution; is it the new Gold Mine and how to exploit it?”

Latest digital solutions to support brands presented by:

- **Gary Montalbano** and **Erwan Leroy**, Co-Founders of CMSmartConnect

2:00pm – 2:45pm

Additive manufacturing: What’s on the horizon for luxury packaging?

This conference will aim to give packaging suppliers and luxury brands a clear picture of how 3D printing can impact their product development: reducing time to market, costs and boosting design possibilities. It will address the limits of the technology today and more importantly how 3D printing is poised to develop in the near future.

Moderated by Alissa Demorest, Editor-in-Chief, Forme De Luxe

- **Christophe Guesnet**, Purchasing Strategy and Packaging Development Director CHANEL

3:00 pm – 3:45 pm

“Beauty trends 2010 by Nelly Rodi”

Conference by **Luc-Dominique Demettre**, VP at Nelly Rodi Inc. in NY

4:00 pm – 4:45 pm

INFLUENCER PACKAGING SESSION.

Panel of Influencers turned Brand founders developed by American Influencer Association

Stay tuned for more info about the top-notch speakers for you at MakeUp in Los Angeles

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The 3 hot news selected by the MakeUp in Team*:

Zara launches its new collection of lip products. Check it here.

https://www.instagram.com/p/BrBR2_5BhHQ/

CoverGirl cosmetics is now certified completely cruelty-free. See their products here.

<https://www.instagram.com/p/BrQUOCYh8-T/>

Milk Makeup has a new Kush Lip Balm + Kush Lip Glaze. Discover it here.

<https://www.instagram.com/p/BrQMOFiHHIv/>

* let us know which one is yours.....

SAME DATES & SAME LOCATION

make **UP**
in Los Angeles



LUXE PACK
LOS ANGELES

The premier show for creative packaging

MakeUp in Los Angeles will be held concurrently with **Luxe Pack**,
The global trade show dedicated to packaging creativity, design, technical innovation, and
trends for all luxury sectors

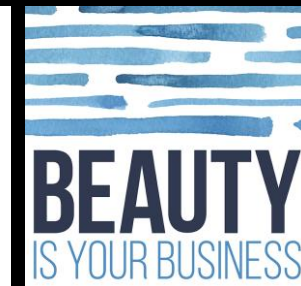
NEW

Discover the podcast

BEAUTY IS YOUR BUSINESS

Starring for this episode **NANCY BERGER OF MARIE
CLAIRE – STORYTELLING BEAUTY**

<https://beautyisyourbusiness.com/2018/12/067-nancy-berger-of-marie-claire-storytelling-beauty/>



A pioneer in the media industry who brings brands to life in a new and fresh way, who is also super fancy, pops up everywhere, and coins words that become part of the fabric of beauty and fashion industry...

Nancy Berger, Publisher of Marie Claire Magazine, joins Abby Wallach and April Franzino in the MouthMedia Network studio, powered by Sennheiser.