

2020 Futures: What are the trends to watch for the new decade?

Conference by Emma Chiu
Creative Innovation Director, J. Walter Thompson Worldwide



I want my invitation

From beauty, food and packaging developments, brands are adapting to the ever-evolving consumer landscape.

This session will explore **key trends** from Wunderman Thompson Intelligence and highlight **macro shifts that are dictating the major trends** companies will need to be aware of to future-proof themselves for the decade ahead.

The MakeUp in Los Angeles team is looking forward to welcoming you
February 11&12, 2020 at the Los Angeles Convention Center for an
amazing 5th edition !



**“2020 Futures:
What are the trends to watch
for the new decade?”**

Tuesday February 11th, 2020
11:30am - 12:15pm

Emma Chiu

Creative Innovation Director, J. Walter Thompson Worldwide



Emma leads creative innovation at J. Walter Thompson's Innovation Group. She curates all visual content, leads creative consultancy and presents across all Innovation Group verticals. She leads creative execution of Innovation Lab products, designing and commissioning experts to create concepts for brands based on trends.

Emma is the former Art Director of Monocle, leading the art direction and design for the international Monocle brand. She also led project collaborations with brands including, BMWi, Gap, Mackintosh, Santoni, and Switzerland Tourism Board.

Emma frequently writes opinion pieces on design and visual culture, she has also lectured at the Milan Fashion Institute, the Media Summit New York, and is part of the Color Awards 2017 judging panel.

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**2 shows
1 location**

Since 2018, MakeUp in Los Angeles is held concurrently with Luxe Pack Los Angeles, the premier show for creative packaging in all sectors.



**Podcast
episode**



**Discover the podcast BEAUTY IS YOUR BUSINESS
A new episode recorded during MakeUp in NewYork 2019
Henri Tinchant of Asquan and Stephane Thiollier of Pylote - Partnering for Safety and
Hygiene in Beauty**

A key player in the cleantech industrial mineral and ceramic chemistry, and an up and coming technology driven company that sources, creates, produces and markets ground-breaking beauty solutions, recently announced a collaboration to provide innovative, cleaner, safer and greener makeup brushes & mascara applicators to cosmetic brands and US consumers. The breakthrough innovation provides natural bacterial and viral contamination protection, giving makeup brushes and beauty accessories an unprecedented level of safety and hygiene as yet unseen in the market. On "Beauty Is Your Business" podcast, Henri Tinchant, President of Asquan, and Stephane Thiollier, Managing Director Business of Pylote, share the inside story on location at MakeUp in NewYork. Host Abby Wallach is joined by guest co-host Deanna Utroske.

<https://mmn.one/biyb-asquan-pylote>

Hot news

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

Estee Lauder Launches Foundation Match Tool in Stores

https://www.beautypackaging.com/contents/view_breaking-news/2019-11-11/estee-lauder-launches-foundation-match-tool-in-stores?utm_source=SilverpopMailing&utm_medium=email&utm_campaign=BP_Monday+Edition+%2811-11-2019%29+%28Final%29&utm_content=&spMailingID=4381726&spUserID=OTkoMTkyNjQ0ODcS1&spJobID=900473355&spReportId=OTAwNDczMzU1S0

Victoria Beckham Beauty drops debut skin care product with Augustinus Bader

https://www.cosmeticsbusiness.com/news/article_page/Victoria_Beckham_Beauty_drops_debut_skin_care_product_with_Augustinus_Bader/160177/cn172666

Huda Beauty opens first-ever pop-up in London's Covent Garden

https://www.cosmeticsbusiness.com/news/article_page/Huda_Beauty_opens_first-ever_pop-up_in_Londons_Covent_Garden/159941/cn164453

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