

The radical behavioral differences between luxury and mainstream branding

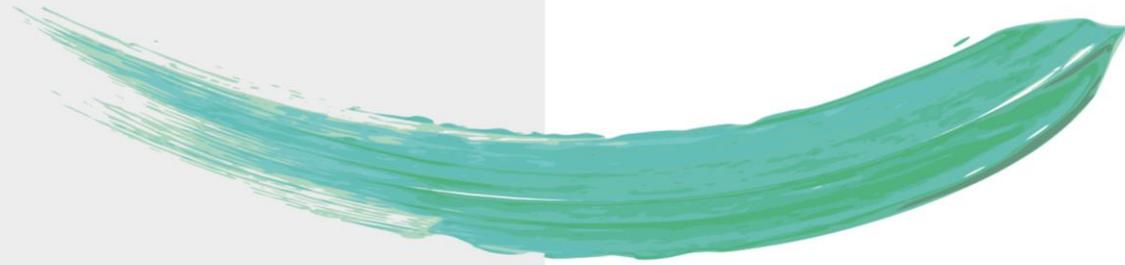
Conference by Tess Wicksteed, Strategy Partner, HERE DESIGN



I want my invitation

A semiotic analysis will identify luxury's two great obsessions during MakeUp in Los Angeles and discuss the resulting approaches and themes that characterize luxury brands. It will define a clear approach to building luxury brands: starting with brand world and experiences, distilled down to packaging. A close analysis, packed with examples will explore the differences in strategy and design behavior, visual and verbal language.

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!



“The Foundations of Luxury”

Tuesday February 11th, 2020
9:35am - 10:15pm

Tess Wicksted, Strategy Partner, HERE DESIGN



Tess gets to the point quick. A natural problem solver she trades in originality, clarity and logic, delivering bold imaginative thinking. As Strategy Partner at Here she is dedicated to creating ideas with real cultural presence.

For many years she was the major force behind Pearlfisher strategy offer as strategy director in both New York and London and then as EVP, while there she worked with a huge spectrum of brands from really big ones like Target, ABC, Disney, Starbucks, Coca-Cola, ABSOLUT, National Geographic, Unilever to movers and shakers like Blue Bottle coffee, Apartment Therapy, Legit Organics and Help Remedies.

Although originally planning to be a clown, her belief that good culture matters especially in business finally led to a career in branding and an ongoing commitment to creating authentic cultural experiences.

I want my invitation

**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 New York 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 New York. 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=OTAwNDczMzU1So](https://www.cosmeticsbusiness.com/news/article_page/Victoria_Beckham_Beauty_drops_debut_skin_care_product_with_Augustinus_Bader/160177/cn172666)

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....*