



## WHEN CREATION UNITES AT MAKEUP IN SEOUL!



**For the second year in a row, the next MakeUp in Seoul show will be an opportunity to present competitors to the Great Make-up Contest organized live during the show and bringing together dozens of Make-up Artists who will take part to a final and ultimate presentation, before a jury composed of recognized make-up specialists with the partnership of the Korean Association of Make-up Artists whose president is Mrs Sae-Hee Oh.**

Three main themes were chosen: "K-Pop Exid, i.e., young pop stars at the forefront of make-up" - "What type of make-up with as a theme, the creations of the designer John Galliano" - "Several Pantone colours will serve as a source of inspiration for make-up creations (Rose Quarts, Peach Echo, Serenity, Snorkel Blue, Butter Cup, Limpet Shell, Lilac Gray, Fiesta, Iced Coffee, Green Flash)".



From Day one, the 18 candidates divided in four groups will compete throughout the day. Following these competitions, some participants will be singled out to then take part to the semi-finals, by a jury composed of personalities from universities and make-up schools.

The organizers of MakeUp in Seoul, Sandra Maguarian and Jean-Yves Bourgeois, will award \$ 500 to the winner, in the form of a check, and \$ 300 to the second winner and souvenirs to the third and fourth competitors. All participants will be handed out a diploma and a bag full of make-up products offered by the following partners/exhibitors that we thank for their commitment, the companies: *Weckerle Cosmetics, Albéa, Cosmax, Aptar Suzhou Dispensing Systems, B.Kolormakeup & Skincare, Yuyao Tirrit Co.*

### Top Players in the Asian make-up industry



JAL DESIGN & PACKAGING CO., LTD.  
杰尔设计&包装有限公司



Press release – MakeUp in Seoul – 2016, March, 23rd



MakeUp in Seoul  
6 & 7 April 2016  
Conrad Seoul Hotel

**Take advantage of your participation at MakeUp in Seoul to stay in one of the most luxurious hotels in the city, the Conrad Seoul Hotel at an exceptional rate. A simple click and you will experience one of the Top Ten Hotels of TripAdvisor's suggestion.**

**[http://conradhotels.hilton.com/en/ch/groups/personalized/S/SELCICI-GMUS16-20160402/index.jhtml?WT.mc\\_id=POG](http://conradhotels.hilton.com/en/ch/groups/personalized/S/SELCICI-GMUS16-20160402/index.jhtml?WT.mc_id=POG)**