

makeUP *in* Seoul

Who? and What? 2 questions, 1 email to read to know all about MakeUp in Seoul 2018!



Only one week left until MakeUp in Seoul 2018 at the Conrad Hotel Seoul! For its 5th edition the trade show will gather 32 of the main players in the formula, ingredients, accessories and packaging industries. An amazing opportunity to take part into the active growth of the Asian market. Korea has been becoming THE place to be in the Asian make-up industry thanks to all the new Asian actors that you'll be able to meet at MakeUp in Seoul 2018.

During those two days, you'll have the occasion follow 12 conferences that will cover as much different subjects from the digital to the K brands!

Take a look at the list of exhibitors and conferences that we have arranged for you!

Don't miss out this rendezvous and take an active part in MakeUp in Seoul 2018!

CONFERENCE PROGRAM

Day 1, Wednesday April 25th:

10:15 – 11:00 "The Future of Beauty 2019"

Keynote by: **Charlie Clark**, Trend Specialist at WGSN MINDSET

As this occasion, WGSN will share:

- *Key ideas that will shape the beauty consumer landscape for 2019 & beyond*
- *Cosmetics Future Trends: looking at the essential directions on key colours and texture to inspire product development in 2019*
- *Asian Beauty: the next must-know trends coming out of Asia including Japan and Korea*

11:15 – 12:00 « The future of the K-Style and K-Beauty – The point of view of the experts and influencers on how South Korea will influence the future trends»

Round table moderated by: **Daekuen Tch **, Creative Director of Milimage with the participation of representatives of internet brands and journalists such as:

- **PAEK Jisu** - Beauty Director of VOGUE Korea
- **HWANG Minyoung** - Beauty Specialist, Ex Beauty editor of ALLURE Korea
- **JUNG Nayoung** - Beauty Cartoon Artist
- **PARK Jinho** - Founder/CEO of Beaus Company

13:00 – 13:45 « Is K-Beauty still trendy and its impact on the industry? - The opinion and industrial strategy of third party manufacturers (packaging & full service)"

Round table moderated by **Charles-Emmanuel Gounod**, Beautyworld Connexions with the participation of representatives of third party manufacturers such as:

- **Anna Dato**, Asia Strategic Marketing Director at Intercos
- **C cile Tuil**, VP Communications at Alb a
- **Naok (Esther) Hwang**, Senior director of Overseas sales at Kolmar

Followed by Q&A with the audience.

14:00 – 15:00 "How Internet and Social Media are influencing the Beauty Industry and how K-Beauty is Influencing the Western Markets" Three short presentations by:

- "The rise of K-Beauty brands in Western markets – What are the main success factors".
By **Leila Rochet Podvin** – CEO & Founder of Cosmetics Inspiration & Creation
- « The e-commerce revolution and understanding Amazon and Alibaba game changing model »
By **Eric Briones** – Co-founder Paris School of Luxury and Author
- "From K-beauty Brands influence in USA, UK and France to the rise of Korean Influencers according to Tribedynamics"
By **Conor Begley**, Co-Founder of Tribedynamics followed by a round table

15:15 – 16:00 "Global retail 2018 overview: Best Practices and Trends - "

Conference by **Elizabeth Marq**, founder and director Visual Merchandising Trends followed by a testimonial from a Korean brand (like Stylenanda (TBC)

At this occasion, Elizabeth Marq will share her view and experience in retail about how to use the power of emotion ...and create an « emotional experience », how to create story telling « uniqueness" as well as "sublime experiences"

16:15 – 17:00 « The rise of K-Indie Brands – How new Millennial Entrepreneurs are changing the face of Beauty in Korea »

Presentations from key brands representatives followed by a round table moderated by **Daekuen** and **Leila Rochet-Podvin** with Korean brands executives such as:

- **KIM Hanky** - CEO/Founder of Costory
- **PARK Jungmo** - CEO of Mefactory
- **Hyunwoo JANG** – Founder of 23 years old

Day 2, Thursday April 26th:

10:15 – 11:00 "Make up trends in China E-Commerce"

Conference by **Crystal XU**, Senior Insight Analyst at MINTEL APAC

Mintel will be covering the e-commerce trends for the color cosmetics/make up sector in China, looking at top selling brands on the e-commerce channel, their innovative products and how these brands relate to the broad Chinese consumer trends in the color cosmetics/make up sector.

11:15 – 12:00 « COLOR WAVE by BEAUTYSTREAMS: 2019 Trend Colors for Asia»

Conference by **Lan Vu**, CEO of Beautystreams

Nowadays there are so many choices. There's an abundance of beauty and fashion trends in the air. How to make sense of all this and apply it to your business? Get a preview of the new COLOR WAVE by BEAUTYSTREAMS project. In a unique collaboration between MakeUp in... and BEAUTYSTREAMS, the initiative is created to address these questions: What's the key color direction for next year? How will it be reflected in my region? As color cosmetics gain ground in Asia, brands and consumers will be looking for the next color trend statement. Join BEAUTYSTREAMS CEO Lan Vu as she shares her company's forecast methodology and color findings for 2019.

13:00 - 13:45 "Beauty Trends in Korea for 2019"

Conference by **Massimo Carminati**, Trend and Style Project Director from Peclers Paris' office in Shanghai who will present beauty cosmetics trends for summer 2019 in Korea.

14:00 – 14:30 "Beauty and the New Muslimah"

Conference by **Chen May Yee**, APAC Director of J. Walter Thompson Intelligence's Innovation Group. Her trend report, "The New Muslimah: Southeast Asian Focus" looks at how young Muslim women are simultaneously more religious than their parents as well as more cosmopolitan as consumers, and how this is reshaping sectors from food to fashion to travel to beauty. Chen is a seasoned journalist with more than 20 years covering business, health and consumer affairs.

14:45 – 15:30 « The Cushion Saga - what future for this great K-Beauty success-story ? »

Conference by **Gérald Martines**, IN•SIGNES, about the history and present state of the Cushion category

15:45 – 16:30 "Will J-Beauty overpass K-Beauty?"

Conference by **Florence Bernardin**, General Manager of Information & Inspiration

Florence Bernardin, as an Asian cosmetics markets specialist will highlight through trends and products how J-Beauty & K-Beauty are different but complementary. She will show how one exists thanks to the other one, how the two match with consumer's needs and expectations from all over the world.

EXHIBITORS LIST

		
	CHAO LING	
		
	COSON	EASY POWDER
	FIABILA	
		
		
		
		
		
	YONWOO	
BEAUTYSTREAHIS		
		