

MAKEUP IN SEOUL IS OPENING NOW...

Today, the fascinating World of make-up is opening its doors at the Conrad Seoul Hotel, from 10 am. to 6 pm.

**Don't miss your chance or you will have to wait one more year to discover the best of make-up from international suppliers.
Be part of this unique event!**



MakeUp in Seoul
THIS IS THE DAY!

ATTENTION

The pre-registration is over.

Do not worry, it will still be possible to buy a ticket on site.

For those who have registered but not have received their badge, the registration desk will print it out for you.

Don't miss our special beauty conference!
Every show, MakeUp in is more and more famous thanks to his top-notch conferences. Check the program and take part to it.



Monday April 15th, 2019

10:15 am – 11:00 am – “The future of Beauty 2020”

Keynotes by **Charlie Clark**, Trend Specialist, WGSN MINDSET

11:30 am – 12:15 pm – “Color Wave by Beautystreams”

Conference presented by **Lan Vu**, Founder & CEO of BEAUTYSTREAMS

1:00 pm – 1:45 pm – “Understand your consumer with social media listening: skincare usage of the Chinese consumer vs. the Western consumer”

Conference by **Jerome Chalansonnet**, Korea Research Director at LINKFLUENCE

2:15 pm– 3:00 pm – Innovations in makeup and skin care (packaging, formulas, accessories, full service)

Round table moderated by **Charles-Emmanuel Gounod**, Founder of BEAUTYWORLD-CONNEXIONS and **Florence Bernardin**, CEO & Founder, INFORMATION & INSPIRATION with the participation of selected MakeUp in Seoul exhibitors.

3:15 pm – 4:00 pm – “Color Cosmetics for China’s new generations”

Conference by **Vicky Zhou**, Research Analyst, MINTEL CHINA REPORTS

4:30 pm – 5:15 pm – “What’s up from China, Indonesia & Malaysia – The latest trends and hit products”

Conference by **Florence Bernardin**, CEO & Founder, INFORMATION & INSPIRATION

5:30 pm – 6:15 pm – “Make Up For Ever”

Introduction of MAKE UP FOR EVER ACADEMY by **Sunhee LEE**, Academy Manager, followed by a makeup demo by “GRAPHICS “ART MAKE UP – **Jungyoon KIM**, Senior Teacher

Tuesday April 16th, 2019

10:15 am – 11:00 am – “Beauty going global – A creative Challenge”

Conference by **Elie Papiernik**, Creative Director & Managing Partner, GROUP CENTDEGRES.

11:30 am – 12:15 pm – “Update on Korean Indie Brands and Influencers”

Round table moderated by **DK Tch  **, Co-Founder of Millimage, with the participation of Korean Indie Brands and influencers such as :

- BoKyung SUN, Senior VP, Brand Biz Division, CJ OLIVEYOUNG
- Jinho PARK, Founder & CEO, BEAUS COMPANY
- LAMUQE (Bobae KIM), Beauty Influencer
- SooKyung SUH, Stylist & Influencer

1:00 pm – 1:45 pm – “Design communication for branding”

Conference by **Kyoung Soo Na**, Chief Creating Officer, HEAZ AGENCY

2:15 pm – 3:00 pm – “Keeping Brands relevant for Millenials in Asia”

Conference by Nina Zhong, Director of SEPHORA COLLECTION ASIA and Matthieu Rochette-Schneider, CENTDEGRES General Manager

3:15 pm – 4:15 pm – “Hybridation; latest update in Asia”

Round table moderated by **Charles-Emmanuel Gounod**, BEAUTYWORLD CONNEXIONS with the participation of:

- Florence Bernardin, CEO & Founder, INFORMATION & INSPIRATION

- Anna Dato, Make Up Strategic Marketing & Account Development VP Asia at INTERCOS
- Naok (Esther) Hwang, Senior Director of Overseas sales, KOLMAR KOREA
- John Kwon, Sales & Marketing Director, SOLEO COSMETIC COMPANY
- BEUKAY COSMETICS

4:30 pm – 5:15 pm – “Suppliers: How they innovate in a sustainable environment?”

Conferences with the participation of selected MakeUp in Seoul exhibitors of which Emmanuelle Ridon-Tkacz, CEO of ACT BEAUTY.

**DON'T MISS
THE MAKEUP IN SEOUL IT PRODUCTS SELECTION**



Like the spring season, the MakeUp in Seoul IT Products selection keeps its renewal promise with an explosion of colors, fresh textures and flowers nestled in the very heart of a bottle.

We warmly thank the exhibitors who participated in this selection: ACT BEAUTY, ALBEA, APR GROUP, AXILONE SHUNHUA, COSON, SHINSEGAE INTERCOS KOREA, INTERCOSMETICS, KOLMAR KOREA, QUADPACK, S&P WORLD, SCHWAN COSMETICS, TAESUNG GROUP

Also a special thanks to the jury: Florence Bernardin, Charles-Emmanuel Gounod, Dany Sanz, Jean-Louis Mathiez, Christine Chostakoff, Dany Sanz, Lucille Gauthier and Gérald Martine.

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

According to you, how many exceptional oils are present in CODAGE Paris Oil? <https://bit.ly/2CUXLZ4>

Our essential beauty by Rimmel London <https://bit.ly/2UsPjdM>

100% Natural Lip with Nude By Nature: <https://bit.ly/2YOThg4>