Beauty never stops evolving, nor do our events: ALTERNATIVE FRAGRANCE & BEAUTY, Informa’s new meeting for brands to make their mark

After 13 years, Beyond Beauty Paris is transforming itself into two different events. The first edition will take place in the month of June, from the 16th to 18th, with a brand new meeting dedicated to cosmetics and alternative perfume brands, at the Carreau du Temple. More than just a fair that breaks the rules, the event will host around a hundred participants carefully selected in an unusual and unique setting that was designed by the agency Centdegrés.

A NOVEL EVENT

The first two days will be dedicated to business meetings and to exchanges between brands, distributors, and international buyers looking for something unusual: department stores, e-shop, concept stores, selective distribution and assisted sales, independent perfumeries, niche perfumeries, pharmacies, health and beauty stores, drugstores, alternative networks, travel retail, spas, hotel groups, boutique hotels, and more.

For the first time, the first day will be open to the public: the exhibiting brands will be able to sell their products on site and to test their potential, but, more than anything, they will have the opportunity to establish a direct link with their customers and to forge an intimacy with the brand.

The shared passion of all the actors in the market will find its echo in the rare perfumes and alternative cosmetics displayed in a new format that resembles a pop-up store.

Never before seen in the world of beauty fairs, the event will also draw inspiration from beyond the walls of the Carreau du Temple, creating synergies with the boutiques that characterize the alleys of the Marais neighborhood.

Who should participate?
This exhibition is targeting all creative cosmetic and perfume brands, which stand out by their strong identity, a story to tell, unmatched technology, rare perfumes … everything not seen elsewhere will be on display at Alternative Fragrance & Beauty Paris.

The concept of the ZOOM space, a highlight of Beyond Beauty Paris for over 10 years, will again be conducted in the perfume zone, based on high demand.
The event will take place in the **Carreau du temple**, a former festival site, constructed in 1863 and situated in Haut-Marais. This place was symbolically chosen by Informa as this site is currently a welcoming space for artists and emerging creators from the arts, design and fashion. Alternative Fragrance & Beauty and the brands that exhibit there will proudly reflect this history.

**ENFORCE BRAND IDENTITY**

Through this new Parisian adventure, Informa Beauty wishes above all to promote the identity of each brand in valuing their DNA, knowledge and culture.

Claudia Bonfiglioli, International Director of Informa Beauty says, “We want to let brands freely express their creativity. We will not impose any rules, decided by one and meant for all. Instead, we will carry them individually so that they can all express their values and personalities. We assert our difference by working with the brands to develop their business while preserving their identity.”

**ENCOUNTERS, EXCHANGES AND KNOWLEDGE**

As in the past, this exhibition will be accompanied by several highlight features, among which is an **expert conference program**, containing three general themes: skincare, perfume and trends.

In addition, after 11 editions, the **Beauty Challenger Awards** (BCA) will continue in 2016 to reward the most promising brands from the industries of cosmetics and perfume. This occasion will create a strong mobilization of key actors in distribution and retail to evaluate the participants, adding additional enthusiasm for the event and its exhibitors. History reminds us that many brands became very rapidly became well-known (Garancia, Korres, Filorga, Erborian, Juliette Has a Gun, Fleurs de Bach Cosmetique, Ayni, Patyka, Sampar, Jardins d’Ecrivains, Novexpert, and more).

Finally, for the second consecutive year, the **Rare Perfumes Meetings** will gather a selection of niche perfume brands accompanied by a series of demonstrations and dedicated conferences, in collaboration with Marie Huet, President of Comité Joséphine et General Director of Parfums d’Orsay.

**Coming soon**: alternativebeautyparis.com
Informa Beauty will shortly announce the launch of Beauty Factory, the new beauty trade show taking place on September 13th to 14th 2016 at Palais des Congrès Paris, gathering the entire production chain to help brands to conceptualize and create their perfume and cosmetic product range.

A PROPOS

Informa - Informa plc is one of the world’s leading business intelligence, knowledge, and events businesses, with more than 8,000 employees in over 150 offices across 150 cities. Informa is structured around four Operating Divisions: Academic Publishing, Business Intelligence, Knowledge & Networking and Global Exhibitions to which Informa Beauty is affiliated

• China Beauty Expo – Shanghai (18-20 Mai 2016) – en.chinabeautyexpo.com
• Beyond Beauty Asean – Bangkok (22-24 Septembre 2016) – beyondbeautyasean.com
• Cosmeeting Business Meetings – Dubai (7-8 Décembre 2015) – me.cosmeeting.com
• Spameeting Business Meetings – Dubai (7-8 Décembre 2015) – spameeting.com
• Beauty Factory – Paris (13-14 Septembre 2016) – coming soon!

www.informaexhibitions.com

Centdegrés – Partner of the event, Centdegrés is a global design agency present in 9 cities worldwide (Paris, Geneva, Dubai, Shanghai, Hong Kong, Casablanca, Sao Paulo and more recently Beijing and Guangzhou) with an expertise in all aspects of the strategy, creation and brand activation: strategy consulting, brand identity, product design, packaging, merchandising, architecture, digital brand activation, scenography, film production.

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