

THURSDAY, JUNE 4, 2020

- 10.00 AM** **COSMOTALKS VIRTUAL SERIES**
EMBRACING A NEW ERA: RESETTING INDUSTRY FUNDAMENTALS
In collaboration with: BEAUTYSTREAMS
Moderated by: Michael Nolte, Creative Director, BEAUTYSTREAMS
Every crisis offers an opportunity to rethink society and business. After recent months of fear and uncertainty around the world, there is far-reaching impact beyond the actual health pandemic. BEAUTYSTREAMS presents their insights on this disruptive shift in consumer lifestyle and mindset, and forecasts ways for the beauty industry to evolve towards a more sustainable, ethical, and prosperous future.
- 03.00 PM** **COSMOTALKS VIRTUAL SERIES**
ONLINE MARKETPLACES OPPORTUNITIES POST-COVID 19
In collaboration with: WABEL
Moderated by: Pierre Asseo, CEO and co-founder, WABEL
How has this industry been affected by the COVID-19 pandemic? The 50-day lockdown so far has brought the industry to a standstill, although those parts of India which are gradually opening are beginning to see a cautious but enthusiastic consumer response. This bright outlook is a positive and heartening trend.
- 04.00 PM** **COSMOTALKS VIRTUAL SERIES**
STARTUP, CORPORATE COLLABORATION
In collaboration with: FOUNDERS FACTORY
Moderated by: Isabela Chick, Managing Director of the Retail and Beauty sectors at Founders Factory
Hear from Isabela Chick, Managing Director of the Retail and Beauty sectors at Founders Factory discussing how beauty companies can work with startups to transform their business and experience.
- 04.30 PM** **COSMO VIRTUAL STAGE**
THE NEW PERFORMANCE OF COSMETICS, DURING THE COVID19 PERIOD: from digital to new purchasing routine.
Organized by: Gian Andrea Positano, Manager Centro Studi and Cultura di Impresa COSMETICA ITALIA
Follow the special testimony of: Mario Parteli, co-founder ABIBY
THE DIGITAL CUSTOMER EXPERIENCE TO FACE NEW TIMES
- 05.00 PM** **COSMOTALKS VIRTUAL SERIES**
THE TOUCHLESS REVOLUTION IN BEAUTY. DIGITAL STRATEGIES BEAUTY BRANDS SHOULD IMPLEMENT NOW TO COMBAT THE EFFECTS OF SOCIAL DISTANCING
In collaboration with: LIVING IN DIGITAL TIMES
Moderated by: Robin Raskin, Founder, Solving for Tech
Speakers: Wayne Liu, Senior Vice President and General Manager, Perfect Corp
Marwan Zreik, Vice President, American International Industries, Ardell/ Punky Haircolor
Insight into the new "touchless" and "contactless" beauty journey and how brands can create interactive digital experiences to stay connected with their consumers.
- 06.00 PM** **COSMOTALKS VIRTUAL SERIES**
BORN IN A PANDEMIC – HOW AND WHY SOME BEAUTY BRANDS ARE INNOVATING IN THE FACE OF COVID-19
In collaboration with: COSMETICSDESIGN.COM
Moderated by: Kacey Culliney, Editor, CosmeticsDesign-Europe

The ongoing novel coronavirus (COVID-19) pandemic has halted life as we know it. With nationwide lockdowns, global business networks shuttered and consumers adjusting to working and schooling kids from home, the impact has been unprecedented. And beauty has been hit especially hard. As an industry intrinsically linked to image and identity, the seismic shift of social contact ceasing and health and economic worries taking precedent, beauty sales have largely struggled. Though some areas like self-care and hygiene are flourishing, the rest of beauty has been forced to reassess how it can remain relevant in today's crisis. For many, product launches have been paused and supply shortages and consumer engagement prioritised. But, for others, product development plans continue as they prepare to be born in a pandemic.

06.30 PM

COSMO VIRTUAL STAGE

SPA&BEAUTY MANAGER: PERSPECTIVES AND DEVELOPMENTS OF THE PROFESSION OF THE FUTURE

Organized by: Laura Grazioli, Marketing Director CIDESCO INTERNATIONAL and General Manager LIFEXCELLENCE

FRIDAY, JUNE 5, 2020

10.00 AM

COSMOTALKS VIRTUAL SERIES

HOW THE COVID 19 IS ACCELERATING THE EXPECTATIONS OF CHINESE CONSUMERS IN BRAND NARRATIVE

In collaboration with: CREATIVE CAPITAL ALTAVIA

Moderated by: Louis Houdart, Founder and Managing Partner, CREATIVE CAPITAL CHINA (ALTAVIA)

In a post covid world consumers all around the world will want ever more customisation and genuinity. In this talk we will look at China and discuss what brands did in the past to engage with Chinese consumers, as well as expressing a Chinese story telling approach.

11.00 AM

COSMOTALKS VIRTUAL SERIES

BEAUTY IN LIGHT OF COVID-19: MAPPING OPPORTUNITIES AMIDST ADVERSITY

In collaboration with: EUROMONITOR INTERNATIONAL

Moderated by: Irina Barbalova, Global Lead – Health and Beauty, EUROMONITOR INTERNATIONAL

Speaker: Gabriella Beckwith, Senior Research Analyst, EUROMONITOR INTERNATIONAL

The overall beauty market is largely considered recession-proof, but the unique economic, legislative and lifestyle factors surrounding consumption in the current circumstances of the COVID-19 pandemic will pose unprecedented challenges for the industry in 2020 and beyond. While beauty will not come out unscathed from the expected global pandemic-linked recession, there could be some positive prospects to explore in terms of positioning, product formats and engagement through virtual experiences. A shift to local brands, boost in masstige offerings, DIY beauty and further health alignment, as well as wellness-centred brand messaging will be observed. As necessity takes priority over luxury, brand differentiation and loyalty will resurface as a challenge, so stories of purpose, emotional engagement and new relevance would be a key lifeline.

12.00 PM

COSMOTALKS VIRTUAL SERIES

COPING WITH COVID-19: BEAUTY CONSUMERS' RESPONSE TO THE PANDEMIC AND ITS AFTERMATH

In collaboration with: MINTEL

Moderated by: Vivienne Rudd, Director of Innovation & Insight, MINTEL

COVID-19 has turned the beauty world upside down and brands and manufacturers are trying to navigate their way through a dramatically shifting marketplace. Mintel will share the results from its new COVID-19 consumer trackers in major beauty markets, uncovering consumers' responses over time to the emotional and practical challenges of the pandemic and highlighting how these

responses are reflected in their beauty behaviours. We will use this information to explain how beauty players can not only survive the immediate impact of the virus but to revive and even thrive in the longer term.

02.00 PM

COSMOTALKS VIRTUAL SERIES

CIRCULARITY: BALANCING BEAUTY AND SUSTAINABILITY

In collaboration with: SPARKNEWS

Moderated by: Sandra De Baillencourt, Managing Director, Sparknews

Speakers: Christina Raab, Vice President, Strategy & Development, Cradle to Cradle Products Innovation Institute

Alejandro Franco, Co-Founder, Kaffe Bueno

By embracing a Circular Economy and reducing our dependence on finite products, we are tackling many of the problems our world faces at their root. It shifts our economy towards a more virtuous cycle, limiting the waste generated and creating jobs and wealth - an estimated 1.8 trillion euros by 2030 in Europe alone. In the cosmetic industry, circular economy is a growing trend driven by consumers calling for accountability. It requires creativity from the beauty industry as brands need to reinvent the take-make-waste system: how they design their products, how they manage their resources, how they conduct their manufacturing process, and what they do with their materials afterwards. Some companies have already started that shift - which received the Cradle to Cradle certification for some of its products, or the recent SPICE alliance bringing together organizations such as L'Oréal, Albéa and Chanel to rethink the packaging industry. Sustainability is no longer a choice!

03.00 PM

COSMOTALKS VIRTUAL SERIES

POST PANDEMIC BEAUTY: WHY SAFE BEAUTY IS THE NEW CLEAN BEAUTY

In collaboration with: WGSN

Moderated by: Jenni Middleton, Director of Beauty, WGSN

Consumers will care more about what you put in your products than ever before so being able to offer them complete confidence in the safety of your ingredients will be paramount. Antibacterial, antiviral and immunity-boosting actives will boom as consumers seek out products that preserve their own personal safety, and hygiene will become the most important aspect of any beauty product.

04.30 PM

COSMO VIRTUAL STAGE

COMMUNICATE WELL-BEING AND COMMUNICATE IT WELL

Develop a new sensibility, based on worth, attitudes, skills, in order to give value to the brand.

Organized by: Vincenzo Russo, Co-ordinator Research Center of Neuro-marketing "BEHAVIOR AND BRAIN LAB IULM"

06.00 PM

COSMOTALKS VIRTUAL SERIES

THE NEW NORMAL TOWARDS A NEW BEAUTY INDUSTRY POST CORONA

In collaboration with: CURIOSITY GROUP

Moderated by: Rogier Van Der Heide, Designer

Speaker: Malika Mahmoudova, Chief Clinic, Skinminded

In this webinar, the speakers introduce their vision on success during the time we enter now: "the New Normal". Discover how your brand will contribute to a world that is healthier and safer than before, and how you ensure that your customers will recognize your efforts and reward your brand for it. This is an inspiring and interactive webinar at WeCosmoprof, that introduces Five New Forces that Curiosity Group has identified as your "guiding stars". These five forces enable your brand to create value and build long-lasting relationships in a post-covid world. Join this webinar and discover what will be important to your customers when they engage with your brand.

07.00 PM

COSMOTALKS VIRTUAL SERIES

BEFORE AND AFTER: COVID-19 AND THE U.S. PRESTIGE BEAUTY INDUSTRY

In collaboration with: FIT & NPd

Moderated by: Professor Stephan Kanlian, Chairperson, Master's Degree Program: Cosmetics & Fragrance Marketing and Management, School of Graduate Studies, Fashion Institute of Technology (FIT)

Speaker: Larissa Jensen, Vice President, Industry Advisor - Beauty

The response to COVID-19 created a new social and economic normal. The U.S. Prestige Beauty industry has changed as a result. What were the U.S. consumer trends before the pandemic, and what are their priorities today? What will their preferences be in the future? Join us for a conversation highlighting The NPD Group's latest sales results and insights plus future-focused research from the FIT CFMM Masters' Program to better understand your opportunities in this new normal.

SATURDAY, JUNE 6, 2020

04.30 PM

COSMO VIRTUAL STAGE

FEEDING FOR THE WELLNESS PROFESSIONAL: Its importance and how it impacts in operating results.

Organized by: Carmen Forgione, Holistic Operator, Reiki Master

06.30 PM

COSMO VIRTUAL STAGE

FOCUS: THE SPA RESTARTS IN HOSPITALITY & TOURISM SECTOR

From thermalism to wellness retreat: analysis, methodologies and new business opportunity. Holidays wellness is always healthier and preventive.

Moderator: Lorenza Scalisi, Consulting Editor di CN Traveller

Organized by: Simone Ciolli, SPA Consultant

Follow the special testimony of: Jeanette and Claus Thottrup, Founder & Owner BORGIO SANTO PIETRO

HOW THE CONCEPT OF HOSPITALITY WILL CHANGE

SUNDAY, JUNE 7, 2020

06.30 PM

COSMO VIRTUAL STAGE

THE NEW BEAUTY ROUTINE OF "PHASE 2"

The daily actions of consumers change according to the use of the masks. The focus for the make up in of the look. Also, foundation textures evolve avoiding the risks of color release on the mask.

Organized by: Fabienne Rea, Make-up artist

MONDAY, JUNE 8, 2020

10.00 AM

COSMOTALKS VIRTUAL SERIES

WHAT DOES COVID-19 MEAN FOR THE SPA INDUSTRY?

In collaboration with: ASIA SPA MAGAZINE

Moderated by: Tama Miyake Lung, Editor-in-Chief, AsiaSpa Magazine

Speaker: Jeremy McCarthy, Director of Spa & Wellness, Mandarin Oriental Hotel Group

As with travel and other service sectors, the spa industry has been hit particularly hard by the pandemic. Industry leaders discuss the immediate impact as well as the changes being implemented in response to new hygiene standards and social-distancing measures. As spas in Asia begin to reopen, we look at how client habits are expected to change and how spas plan to adapt in response.

11.00 AM

COSMOTALKS VIRTUAL SERIES

RESTARTING OFFLINE – LET'S GET PHYSICAL

In collaboration with: BW CONFIDENTIAL

Moderated by: Oonagh Phillips, Co-Founder and Editor-in-Chief, BW Confidential
Speakers: Andriana Jankovska, Head of Key Accounts, STOREFRONT
Adeline Çabale, CEO & Co-Founder, Retail Factory

E-commerce may have seen a growth spurt during the pandemic, but brick-and-mortar stores still account for the majority of sales in most markets. Successfully re-starting physical retail is therefore key to the beauty sector's recovery. This webinar will explore creative strategies for getting brick-and-mortar back to growth, from how store layouts and assortment can be optimized and changes in customer service, to the role of testers, samples and technology in-store. It will also examine new retail concepts and original formats, including post-pandemic pop-ups, experimental temporary spaces and new-style product ateliers. This webinar is a must-attend for anyone interested in how physical retail will evolve, the opportunities for brick-and-mortar stores or for those looking for inspiration when it comes to better selling beauty in the real world.

03.00 PM

COSMOTALKS VIRTUAL SERIES

ENGAGING THE CONSUMER WITH THE RIGHT COLORS FOR 2021: TREND, PHYSICAL, DIGITAL, VIRTUAL

In collaboration with: PANTONE

Moderated by: Laurie Pressman, VP Pantone Color Institute

Speaker: Francesco Tomasello, VP Global Sales Pantone

Join Pantone experts to learn more about 2021 colour trends in the beauty arena including colour direction for product and packaging. We will also share Pantone's digital solutions and new technologies that can offer you a more effective colour experience.

04.00 PM

COSMOTALKS VIRTUAL SERIES

SENSORIALITY & SENSUALITY: WHICH DESIRES FOR 2022?

In collaboration with: CARLIN

Moderated by: Virginie Corbasson, Consulting Director, Carlin

Speaker: Ambre Venissac, Marketing Manager for beauty & fashion trends, Carlin

Those past few years, societal changes have generated new relationships with body, sensuality and seduction. And the health crisis we are going through will exacerbate these questions related to the connexions with oneself and with others. Between anguish, envy and frustration, more than ever sensoriality and sensuality will be at the heart of use and aesthetic codes. This is why the Carlin Trend Agency has chosen to share prospective marketing and creative decodings concerning the evolution of consumer desires in terms of sensoriality and sensuality by 2022.

04.30 PM

COSMO VIRTUAL STAGE

BON TON AND BUON BUSINESS

From welcoming to reassuring customers. From physical contact to contact with VIP: also, the business has its manners, which needs to be respect. The proper use of this "professional bon ton", improve the relationship with the customers with an undeniable effect on the wage.

Organized by: Chiara Badini, Project Manager Laboratorio delle Idee

05.00 PM

COSMOTALKS VIRTUAL SERIES

DESIGNING FOR A NEW ERA IN BEAUTY

In collaboration with: PEARLFISHER LONDON

Moderated by: Sophie Maxwell, Futures Director, Global, Pearlfisher London

We are living in a time of radical change, with a shift towards authenticity, essentialism and protection suggesting a new emphasis for the beauty industry. Beauty ideals are fast evolving with an increasing focus on optimising and sustaining our bodies, nurturing our emotional and physical wellbeing and ultimately achieving greater longevity. Now, more than ever, our idea of beauty is aligned with the way we see the world and the way we want to live – in greater sync and harmony with ourselves and with our environments. Join Sophie Maxwell, Partner Futures & Insight at Pearlfisher London, to hear about what the current realities short and longer-term effects will be on designing for a new era in beauty and wellness.

06.00 PM

COSMOTALKS VIRTUAL SERIES

ESSENTIAL REMOTE DIGITAL BEAUTY SOLUTIONS FOR THE POST-COVID-19 WORLD

In collaboration with: LIVING WITH DIGITAL TIMES

Moderated by: Robin Raskin, Founder, Solving for Tech

Speaker: Sylvian Delteil, Avp Business Development, Perfect Corp Europe

An in-depth look at the significance and practical applicability of beauty AI/AR technology for brands and retailers. Proven ways to retain continual digital engagement and provide a unique beauty experience.

TUESDAY, JUNE 9, 2020

10.00 AM

COSMOTALKS VIRTUAL SERIES

STATE OF INFLUENCER MARKETING 2020: TODAY AND TOMORROW

In collaboration with: LAUNCHMETRICS

Moderated by: Gina Gulberti, VP Digital Marketing, Launchmetrics

The recent pandemic has drastically disrupted the way brands are communicating with their consumers. Social media has played a significant role in keeping the global population connected and offline brands are beginning to slowly recognize the importance of embracing digital channels. But it's not only about going digital. As we move into the "new normal", brands must ensure they are building relatable content, which moves the needle, in order to address the needs of their consumers while reaching business objectives. Throughout this session, Launchmetrics' VP of Digital Marketing, Gina Gulberti, will share insights on effective influencer campaigns, trends in the communication shifts as well as future predictions.

11.00 AM

COSMOTALKS VIRTUAL SERIES

TOMORROW'S CROSSROADS: ARTISANS, DESIGNERS, ARTISTS, BRANDS: THE ABILITY TO CREATE TOGETHER A NEW DREAM, A NEW APPROACH, AND A NEW SENSORY JOURNEY

In collaboration with: PREMIUMBEAUTYNEWS & A+A DESIGN STUDIO

Moderated by: Eva Lagarde, Marketing and Event Director, PREMIUMBEAUTYNEWS

Speakers: Alejandro Espinosa Caballero, Creative Director, A+A Design Studio

Sissi Valassina, Creative Director, Sissi Valassina

Major disruptions can cause fundamental shifts in social attitudes, lifestyles, and behaviours. We tend to look at the past to understand the future. Today we are already experiencing some significant changes, here are just a few that have become facts: crisis preparedness, social solidarity, remote working, digital collaboration, a new approach to safety and protection, a shift in purchasing patterns. What about creative and sensory disruption? let's look at the changes that are happening in the different sectors from design to fashion to beauty. How will this pandemic influence creativity, colors, shapes, materials, textures, and how about our 5 senses?

12.00 PM

COSMOTALKS VIRTUAL SERIES

HOW IS INDIAN BEAUTY INDUSTRY WEATHERING THE COVID CHALLENGE?

In collaboration with: STYLESPEAK

Moderated by: Sandhya Chipalkatti, Founder, Editor & Publisher, StyleSpeak

Speakers: Pushkaraj Shenai, CEO, Lakme Lever

Reena Chhabra, CEO, Nykaa Brands

Flourishing at 15-20% p.a. the 12.5bn USD Indian beauty industry has a very bright future and is pegged to grow to a size of 20bn USD by 2025. The thriving market is growing in every aspect – consumer retail as well as salon and spa products and services. With millennials driving the market, demand for innovative products, new ways of buying and new patterns of consumption are becoming the norm.

- 04.00 PM** **COSMOTALKS VIRTUAL SERIES**
THE COSMOTRENDS REPORT: BOLOGNA 2020
Moderated by: Laura Ziv, Executive Editor, BEAUTYSTREAMS
Each year, Cosmoprof presents its official CosmoTrends Report to highlight directional products from exhibitors, serving as an iconic roadmap. This has been a pivotal tool for show attendees. Considering the current crisis and postponement of Cosmoprof Worldwide Bologna, it's even more essential for companies to have a showcase for their innovations. Join BEAUTYSTREAMS for an online presentation of the 2020 CosmoTrends Report and the companies included in the project.
- 04.30 PM** **COSMO VIRTUAL STAGE**
LIVE BEAUTY AND WELLNESS TODAY
The actual scenario and the perspective for the future in beauty and wellness sector.
Organized by: Ivan Conversano, EUROPEAN MASSAGE ASSOCIATION President
- 06.00 PM** **COSMOTALKS VIRTUAL SERIES**
BEAUTY SHIFTS: FROM CULTURE TO PRODUCT
In collaboration with: FASHION SNOOPS
Moderated by: Melissa Hago, VP and Creative Director of Beauty, Fashion Snoops
In this seminar, Fashion Snoops will focus on the shifts occurring within the beauty industry and will explain how various cultural movements have impacted the evolution of these shifts. What ends up on market shelves is the result of changing cultural norms, which reflects Fashion Snoops' method of crafting trends from a macro to micro level. The seminar will cover trend shifts within all facets of the beauty industry, ranging from skincare, makeup, hair, ingredients, packaging, etc.
- 06.30 PM** **COSMO VIRTUAL STAGE**
FIRST POST REOPENING ANALYSIS: what went well and what need to be improved, where is possible to extend the revenue and communication opportunities. A journey through fulfilled expectations, those missed and the changing analysis highlighted from the market at the reopening.
Organized by: Manuela Ravasio, Manager Beauty&Wellness Coaching Academy Ekis Small Business
Live from Angela Noviello's beauty salon

WEDNESDAY, JUNE 10, 2020

- 11.00 AM** **COSMOTALKS VIRTUAL SERIES**
POST PANDEMIC BEAUTY: WHY SAFE BEAUTY IS THE NEW CLEAN BEAUTY
In collaboration with: WGSN
Moderated by: Jenni Middleton, Director of Beauty, WGSN
Consumers will care more about what you put in your products than ever before so being able to offer them complete confidence in the safety of your ingredients will be paramount. Antibacterial, antiviral and immunity-boosting actives will boom as consumers seek out products that preserve their own personal safety, and hygiene will become the most important aspect of any beauty product.
- 03.00 PM** **COSMOTALKS VIRTUAL SERIES**
DECODING "GUOCHAO" IN BEAUTY: USING CHINESE TRADITIONAL STYLE AND CULTURE TO CREATE BRANDED CONTENT EXPERIENCES RELEVANT FOR CHINESE CONSUMERS
In collaboration with: CREATIVE CAPITAL ALTAVIA
Moderated by: Gianvito D'onghia, Managing Partner, Creative Capital China (Altavia Group)
This Covid19 crisis has been an accelerator of the "proud of me" trend in China and further busted the collective sense of national pride, particularly among young consumers. Therefore, global

brands, in order to successfully compete, need to be aware of how local players resonate with consumers at emotional and cultural level leveraging on this “buy Chinese” trend. Understanding and leveraging local cultural codes can help international brands to localize their content in order to cope with local consumers stronger interest into China’s cultural heritage.

04.00 PM

COSMOTALKS VIRTUAL SERIES

COPING WITH COVID-19: BEAUTY CONSUMERS' RESPONSE TO THE PANDEMIC AND ITS AFTERMATH

In collaboration with: MINTEL

Moderated by: Vivienne Rudd, Director of Innovation & Insight, MINTEL

COVID-19 has turned the beauty world upside down and brands and manufacturers are trying to navigate their way through a dramatically shifting marketplace. Mintel will share the results from its new COVID-19 consumer trackers in major beauty markets, uncovering consumers' responses over time to the emotional and practical challenges of the pandemic and highlighting how these responses are reflected in their beauty behaviours. We will use this information to explain how beauty players can not only survive the immediate impact of the virus but to revive and even thrive in the longer term.

04.30 PM

COSMO VIRTUAL STAGE

THE FUTURE OF BEAUTY EDITORIAL IS NOW

If the online communication was in the Future for someone, now have to be in the Present: the aim for The Italian Rêve has always been to create a digital sensorial experience through communication and editorial creation, modern and emotional contents, in order to undermine distance, now more than ever.

Organized by: Italian Reve with the special participation of Chantal Ciaffardini, Make-up artist

05.00 PM

COSMOTALKS VIRTUAL SERIES

BEAUTY SHIFTS: FROM CULTURE TO PRODUCT

In collaboration with: FASHION SNOOPS

Moderated by: Melissa Hago, VP and Creative Director of Beauty, Fashion Snoops

In this seminar, Fashion Snoops will focus on the shifts occurring within the beauty industry and will explain how various cultural movements have impacted the evolution of these shifts. What ends up on market shelves is the result of changing cultural norms, which reflects Fashion Snoops' method of crafting trends from a macro to micro level. The seminar will cover trend shifts within all facets of the beauty industry, ranging from skincare, makeup, hair, ingredients, packaging, etc.

06.00 PM

COSMOTALKS VIRTUAL SERIES

SENSORIALITY & SENSUALITY: WHICH DESIRES FOR 2022?

In collaboration with: CARLIN

Moderated by: Virginie Corbasson, Consulting Director, Carlin

Speaker: Ambre Venissac, Marketing Manager for beauty & fashion trends, Carlin

Those past few years, societal changes have generated new relationships with body, sensuality and seduction. And the health crisis we are going through will exacerbate these questions related to the connexions with oneself and with others. Between anguish, envy and frustration, more than ever sensoriality and sensuality will be at the heart of use and aesthetic codes. This is why the Carlin Trend Agency has chosen to share prospective marketing and creative decodings concerning the evolution of consumer desires in terms of sensoriality and sensuality by 2022.

07.00 PM

COSMOTALKS VIRTUAL SERIES

BEAUTY IN LIGHT OF COVID-19: MAPPING OPPORTUNITIES AMIDST ADVERSITY

In collaboration with: EUROMONITOR INTERNATIONAL

Moderated by: Irina Barbalova, Global Lead – Health and Beauty, EUROMONITOR INTERNATIONAL

Speaker: Gabriella Beckwith, Senior Research Analyst, EUROMONITOR INTERNATIONAL

The overall beauty market is largely considered recession-proof, but the unique economic, legislative and lifestyle factors surrounding consumption in the current circumstances of the COVID-19 pandemic will pose unprecedented challenges for the industry in 2020 and beyond. While beauty will not come out unscathed from the expected global pandemic-linked recession, there could be some positive prospects to explore in terms of positioning, product formats and engagement through virtual experiences. A shift to local brands, boost in masstige offerings, DIY beauty and further health alignment, as well as wellness-centred brand messaging will be observed. As necessity takes priority over luxury, brand differentiation and loyalty will resurface as a challenge, so stories of purpose, emotional engagement and new relevance would be a key lifeline.

For further information, <https://www.cosmoprof.com/wecosmoprof/>

Image & communication
Paolo Landi
paolo.landi@cosmoprof.it
Arianna Rizzi
arianna.rizzi@cosmoprof.it
T. 02 45 47 08 253

Press Office BolognaFiere
Isabella Bonvicini
isabella.bonvicini@
bolognafiere.it
T. (+39) 051 28 29 20
T. (+39) 335 79 95 370

www.cosmoprof.com
Organizzato da
BolognaFiere
Cosmoprof S.p.a.

Company of



In collaborazione con



Con il supporto di

