



Accueil Trade shows

MakeUp in returns to New York with novelties in store

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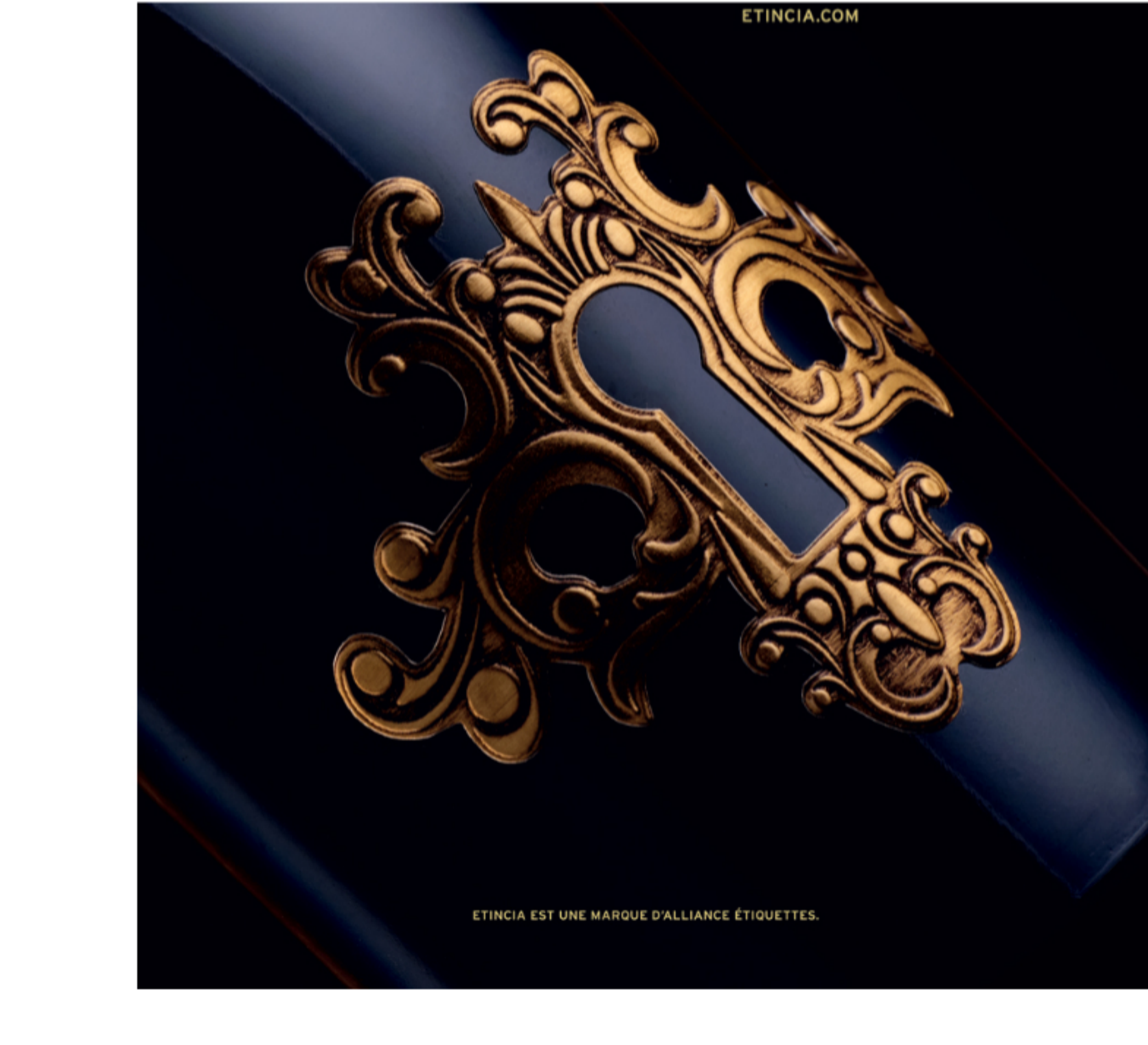


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MoCRA regulations, holistic beauty and scientific innovations are set to be high on the agenda when make-up and skincare trade show MakeUp in NewYork opens its doors at the Javits Center on September 20th and 21st. The show has seen a "remarkable increase" in visitor registrations this year, according to organizers, with Shiseido, Sisley, Glossier, Chanel, Kendo Brands and L'Oréal already signed up.

Some 143 companies will be exhibiting at MakeUp in NewYork this year, including packaging and ingredients suppliers and contract manufacturers. On the packaging front, these include HCP Packaging, Lumson, [FusionPKG](#) and [Axilone](#). Among the 30% who are first-time exhibitors, you can find Canadian Custom Packaging, [Element Packaging](#), Choebie Package, [ACT BEAUTY France](#) and Italian brushes specialist [Pennelli Faro](#).

The show floor will this year also feature a Trends area with trends agencies including Mintel, Fashion Snoops and [Peclers Paris](#). And the Beauty Talks & Inspiration Bar will see Cosmetics Inspiration & Creation present four Beauty Talks, exploring the trends of The Care Panel, Joy-Care, Intersectional Beauty and Neo-esthetes. Also new to the show in 2023 is the Beauty Tank challenge, a competition created in collaboration with show ambassador Ewelina Aiossa to discover emerging make-up and skincare brands. Some 10 finalists will have the opportunity to pitch their projects to a panel of experts.



Some 143 companies will be exhibiting at MakeUp in NewYork this year ©MakeUp in NewYork

MakeUp in NewYork IT Awards

Hotly anticipated, the winners of the MakeUp in New York IT Awards will be unveiled at 9.30am on the first day of the show. Some 28 make-up and skincare products were nominated for an award (among over 100 submissions) across four categories: Formulation, Full service, Accessories and Packaging. And new for this year is The Ambassador's Favorite award bestowed by Ewelina Aiossa, Co-Founder of professional Skincare brand Clinical Skin, to one of the 10 skincare entrants.

"This year, we've seen a 26% surge in submissions for the IT Awards competition," Aurélie de Boisvilliers, MakeUp in Marketing & Communications Director, tells Formes de Luxe. Innovations range "from pocket-sized make-up brushes to mascaras boasting retractable applicators, and makeup-removing spheres formulated with over 93% natural ingredients to multi-layer pressable formulas."



The winners of the IT Awards will be unveiled at 9.30am on the first day of the show ©MakeUp in NewYork

Beauty conferences and workshops

At the conferences and workshops, topics including sustainable packaging, holistic and science-led beauty and the impact of MoCRA (The Modernization of Cosmetics Regulation Act of 2022) are on the agenda. Speakers include executives from L'Oréal-owned Garnier, The Estée Lauder Companies, Credo Beauty and Summer Fridays.

On the packaging front, the 'Materials Science or How to Build the Next Generation of Sustainable Packaging' conference will see Madison Savilow, Co-Founder and Venture Lead at carbon upcycling company Oco, Nick Gardner, Co-founder of Element Packaging, and Eva Lagarde, Founder, re-sources look at how innovations in carbon capture can translate to beauty packaging. Also on the packaging agenda is the 'Market Trends and Regulations Influencing Packaging' workshop with beauty packaging supplier Texen's Innovation Director Denis Paccaud and Communication and Marketing Director Julie Vergnion.

At the 'Futurephoria – How Science is Transforming the Vision of Beauty and Propelling Trust' conference, Sarah Jindal, Senior Director at Mintel, and Leila Rochet, Chief, Inspiration Officer and Founder Cosmetics Inspiration & Creation, will explore the latest advancements and areas for innovation in science-led beauty. And the show's closing conference will examine what the latest beauty launches, investments and M&A activity reveal about the industry's changing landscape.

There has been a "remarkable increase" in visitor registrations for the show this year, de Boisvilliers tells *Formes de Luxe*. Attendees include Shiseido, Sisley, Glossier, Chanel, Kendo Brands and L'Oréal. [Click here](#) to get your badge.

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KEY FIGURES

+28%

Sales increase of the global second-hand luxury-goods market in 2022, amounting to €43bn in 2022. This growth rate is 1.3 times higher than for new luxury goods. While bricks-and-mortar resale stores still make up the bulk of second-hand sales, digital channels now control nearly 30% of the market. Source: Capgemini Engineering

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Path to sustainability webinar with Clase Azul México, Bamford and Positive Luxury

Formes de Luxe's upcoming webinar on September 14th at 3 pm CET dives into Clase Azul México and Bamford's sustainability strategies guided by Positive Luxury's assessment framework. Register now!

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