

# Co-creation & hot new trends on center stage at MakeUp in Paris 2021

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For its first show since 2019, influencers and exhibitors at this year's MakeUp in Paris will

work together to create a skincare or make-up collection in just two days. Trends are also once again set to be a major focus at the beauty trade show, which is gearing up to open its doors in the French capital next week.

MakeUp in Paris is taking place at Paris' Carrousel de Louvre on October 20-21. In addition to the show floor, various conferences and workshops are on the agenda, along with new animations.



Not to be missed is “Demain is Now”, billed as “an unprecedented gathering” of international trends agencies including Asia Cosme Lab, Beautystreams,

WGSN and Nelly Rodi. And new for the show this year is CosmeticsCoCreation, which will see influencers @laralourencoff, @inesnlx and @angeliemrc create a skincare or make-up collection in two days with show exhibitors. They will be accompanied by brand creation and communication experts from centdegrés and FirstGen to bring their project to life. Visitors can vote for their favorite collection at the show via dedicated voting stations.

On the conferences front, topics including sustainable materials, formulas of the future and China will all be covered. MakeUp in Paris has teamed up with cosmetics association CEW for the opening conference on “Creativity, Trends & Innovation 2021”.



The show will play host to more than 100 exhibitors across ingredients, formulation, packaging, full service, accessories and – new for this year - digital services, with exhibitors Meiyume, Feeligreen and Visage Technologies. Glassmaker Bormioli Luigi, Eurotextile and Asquan are among the over 25 newcomers to the event this year.

The winners of the IT Products Awards will also be unveiled at the show.



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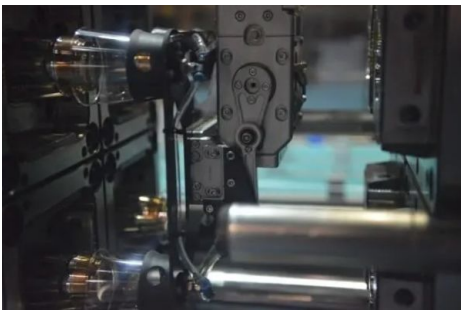
## KEY FIGURES

# 7%

The expected compound annual growth rate of the global online premium cosmetics market till 2024. During the forecast period for 2022-2026, the market is set to show an accelerating growth of over \$15bn. Source: Technavio

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