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MakeUp in Paris 2024 IT Awards: Sneak peek at the nominees for Accessories

DOLORES DAMADE

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A cosmetic sponge featuring Neopora antibacterial fabric.
© Shandong Qiupai Cosmetics

With the next edition of MakeUp in Paris on the horizon, the anticipation is building for the 27 nominees of the 2024 IT Awards competition. The winners will be revealed at the show on May 29th at a dedicated ceremony. Here's a preview of the products vying for a prize in the Accessories category. Stay tuned for the runners up in Formulation, Packaging and Full Service in the weeks to come.

MakeUp in Paris' emblematic competition, the [IT Awards](#), recognizes the best in cosmetic innovation and trends across four categories: Accessories, Formulation, Full service and Packaging. Read on to discover the four nominees, chosen among 12 entrants, in this year's Accessories category.

Marshmallow Puff makeup sponge: Shandong Qiupai Cosmetics

A makeup sponge specialist, China-based supplier Shandong Qiupai Cosmetics' Marshmallow Puff sponge features a 'sandwich-like' structure, with its inner layers infused with air pockets. The sponge is made of antibacterial fabric Neopora on the top side to prevent either mold and bacterial growth, while the underside has a soft-texture backing designed to apply the product evenly while being gentle on the skin. The supplier added a flexible fabric holder for easier grip and manipulation. The accessory can be used dry or damp, and is said to have a longer lifespan as compared to monolayer makeup sponges.



The air-infused sponge structure is designed to ensure even product distribution ©Shandong Qiupai Cosmetics Co., Ltd

Vase makeup brush: HNB Corporation

South Korean private label manufacturer HNB Corporation presented a collection of three cosmetic brushes targeting bodycare, foundation, powder and concealer. As the name suggests, the design is inspired by the shape of a vase; indeed, the range is imagined not only as a makeup tool, but as an aesthetic decoration piece.

The shape of each brush is designed for an optimal grip during usage. The brushes themselves, certified vegan and made from recycled corn-derived fibers, are crafted to mimic the dexterity of the fingertips—the angled design allowing for consistent pressure during application. Dense and tapered, the brushes are meant to achieve light, buildable coverage using both liquid and cream formulas.



HNB Corp's Vase brush range is suited to face or body applications ©HNB Corporation

Diamond Handle Kabuki brush: Beauty Yaurient

Cosmetic brush manufacturer [Beauty Yaurient Cosmetics Accessories Co., Ltd](#) entered its multifunctional Diamond Handle Kabuki brush. The application tool features an angular design recalling a cut diamond, with a three-sided, flat handle. The dense synthetic tuft features three distinct angles, allowing it to be used for contouring on one side, blush application on another, and foundation for the top portion. Due to its sharp facets, the tool can stand upright, on its side or lie flat.



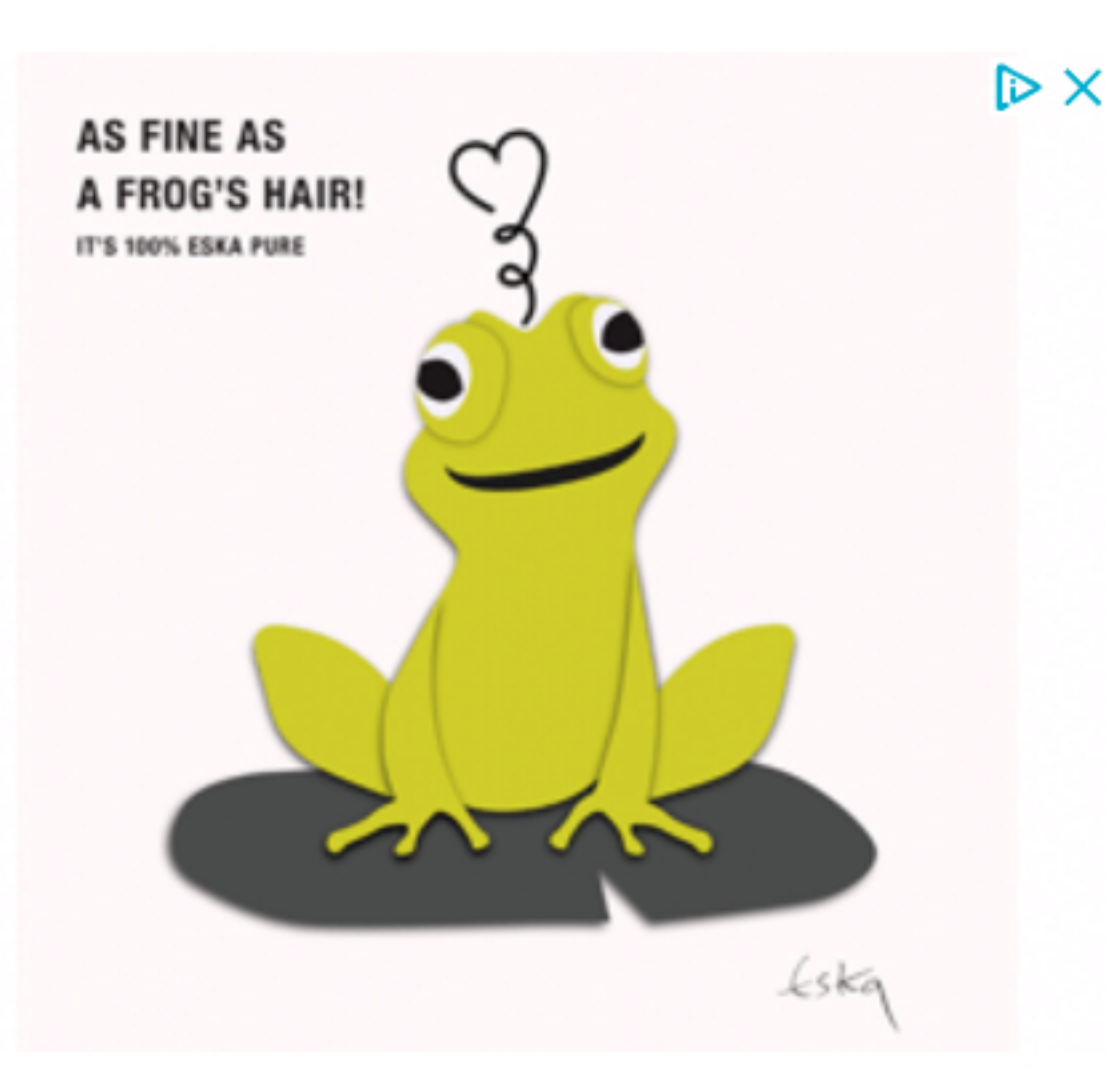
The diamond-shaped face brush is compatible with foundation, concealer and blush ©Beauty Yaurient Cosmetics Accessories Co., Ltd

Milky pouch: GNG Groupe

Customized products specialist GNG Groupe introduced its zip pouch made from milk casein—a material derived from the extraction of milk fibers and transformed into fabric. Extracted using a natural process that "requires little water and energy", says GNG Groupe, the casein produces a fabric with a heavier drape than regular cotton, and has a silky, velvet-like feel. The supplier's portfolio includes cosmetics and makeup bags, pouches, and sample kits made using the novel material, and is not limited in terms of color or decoration techniques.



For its Milky Pouch, the supplier uses fabric made of milk casein ©GNG Groupe



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The global oral care market's forecast compound annual growth rate from 2024 to 2030 to reach an estimated \$58.9bn. The pace of growth is accelerating, with Asia Pacific dominating the segment with a share of 40.7% in 2023. This is attributed to the rising population and growing awareness regarding dental hygiene. Source: Grand View Research

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