

BEAUTY 2030 AT COSMOTALKS

Cosmoprof Worldwide Bologna 2020 invites the best-known beauty experts to share their vision of the future for the beauty industry

Milan, February 5, 2020 – **CosmoTalks** is the initiative of Cosmoprof Worldwide Bologna hosting in-depth sessions dedicated to trends in the beauty sector.

For the 2020 edition, more than 150 speakers are involved, in the role of key figures not only for the cosmetic industry, but also for the world of art, design, fashion and lifestyle. During the 10 talks, scheduled from Thursday 12 to Saturday 14 March, the themes and trends that will characterize the sector in the next 10 years will be outlined.

The talks will be focused on future, trend, markets, digital and sustainability.

CosmoTalks is a unique opportunity to share experiences, suggestions and projects, thus anticipating the future evolution of the cosmetic industry.

THURSDAY, MARCH 12, 2020

10.30 – 12.00

BEAUTY 2030: INDUSTRY SHIFTS FOR THE NEXT DECADE

As a new decade, this panel discussion will invite you to look forward—what macro trends are set to shape the next 10 years? How will this impact the future of the beauty industry? What will be the key drivers for innovation? Which claims will be important? What are key strategic directions for various beauty categories? Cosmoprof brings together a unique, multi-disciplinary panel of international experts from diverse fields such as geopolitics, arts, media, design, and cosmetics to address them these questions. Together, they will explore main societal and beauty movements affecting consumers lifestyles in the years to come.

Moderated by: LAN VU, Founder and CEO, BEAUTYSTREAMS

Speakers:

J. TUYET NGUYEN, Former President of the UN Correspondent Association

MICHAEL BODIE, Filmmaker & Media Professor, University of South California

MARIA VITTORIA GIATTI, Plastic Surgeon

EMMANUELLE LINARD, Creative Strategist

RAPHAËL CUIR, Art Critic & Historian

12.30 – 14.00

CIRCULARITY: BALANCING BEAUTY AND SUSTAINABILITY

By embracing Circular Economy and reducing our dependence on finite products, we are tackling many of the problems of our world at their root. 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. Sustainability is no longer a choice!

Moderated by: SANDRA DE BAILLIENCOURT, Managing Director, Sparknews

Speakers:

ELIE PAPIERNIK, Founder and CEO, centdegrés

CHRISTINA RAAB, Vice President, Strategy & Development, Cradle to Cradle Products Innovation Institute

DIMITRI CAUDRELIER, Managing Director, Quantis

ALEJANDRO FRANCO, Co-Founder, Kaffe Bueno

ALEXANDRE CAPELLI, Group Environmental Senior Manager, LVMH

ANDREA SPINOSA, Packaging Development Director, COTY

14.30 – 16.00

OPEN INNOVATIONS: DISRUPTING THE BEAUTYTECH STATUS QUO

From new technologies and business models to the latest trends in shopping behaviors and expectations, this Cosmotalk will cover the ongoing transformation of the beauty industry and the evolution of how consumers discover, choose, and buy in a digital age.

Moderated by: GREG WILLIAMS, Editor in Chief, WIRED UK

Speakers:

ROBIN RASKIN, Founder, Living in Digital Times

CORRIE CONRAD, Vice President, Sephora Stands (Social Impact + Sustainability) and Inclusion & Diversity

KANG PING, Operations and Supplier Development, Great Consumption Category, ALIBABA

ISABELE RABIER, Founder & President, Jollimoi - France, FAB – Fashion and BeautyTech

ISABELA CHICK, Managing Director Retail, FoundersFactory

VIVIENNE RUDD, Director of Innovation & Insight, MINTEL

16.15 – 17.45

VISIONS FOR TOMORROW: HOW INNOVATION IS CHANGING THE RULES OF DISTRIBUTION IN THE BEAUTY INDUSTRY

Will online and offline become a combined distribution channel for the beauty industry in 2030? We will take a deep analysis on how the retail industry is changing. E-tailers and platforms are always on the run looking for the newest and hottest ways to improve the customers and users' experience. Brands and their suppliers need to interact and network with retailers with a new omni channel approach. Is it always true that the shopping journey start from the design of the product and ends with an onsite thoughtful experience?

Speakers:

IRINA BARBALOVA, Global Lead, Health and Beauty, EUROMONITOR INTERNATIONAL

TERRY WANG (WANG TAO), General Manager, JD Retail – Fashion Home Platform Business Group, JD Beauty, JD GROUP

ROBIN DERRICK, CEO, MyBeautyBrands

CRISTINA SCOCCHIA, CEO, KIKO MILANO

VICTORIA BUCHANAN, Senior Future Analyst, The Future Laboratory

DAVID STRABONI, Head of Product Development & Marketing Make-Up Douglas & Nocibé Collections, Douglas

FRIDAY, MARCH 13, 2020

11.45 – 13.15

THE CONNECTED BEAUTY CONSUMER IN 2030

The future of trends, challenges and opportunities related to Influencer Marketing. Brands are capturing more data now than ever before. But how should brands use them? What content is driving sales? And, who's doing it well?

Moderated by: FRANCESCA DELOGU, Editor in Chief, Cosmopolitan Italy, Hearst Magazines

Speakers:

ERIKA ANDREATTA, partner, PwC

SAMIR MODI, Executive Director, COLORBAR (K.K. Modi Group)

JENNIFER RITTER, Vice President Product Development and Innovation, Haus Laboratories (Lady Gaga Cosmetics)

ALISON BRINGE', Chief marketing Officer, Launchmetrics

MELISSA HAGO, Vice President, Creative Director - Beauty, Fashion Snoops

YARDEN HORWITZ, Co-Founder, SPATE

13.30 – 15.00

ALLIES NOT ANTAGONISTS: FASHION AND BEAUTY IN A WORLD OF RAISED EXPECTATIONS

Fashion brands are increasingly interested in expanding their beauty offerings beyond fragrances, in an effort to both provide a more accessible entry price point for consumers reluctant to spend on luxury apparel and accessories, and to expand market share through additional offerings in established markets. In 2030 will beauty and fashion still interact as allies or will they be antagonists? Will global corporate separate fashion and beauty brands?

Speakers:

Prof. STEPHAN KANLIAN, Chairperson, Master's Degree Program: Cosmetics & Fragrance Marketing and Management, School of Graduate Studies, Fashion Institute of Technology (FIT)

AMBRE VENISSAC, Head of Retail & Fashion Trends, Carlin

JOHAN HELLSTRÖM, CEO; Björn Axén

KENZA KELLER, International marketing Director, BYREDO

ABDULLA AL -ABDULLA, Influencer

15.15 – 16.45

GENERATIONS 2030

Are you prepared for Generation Alpha? The most formally educated and technologically supplied generation ever will start shopping in the next decade. Are you ready for them and what they'll be demanding from the brands and products they buy? Globally, they'll be the wealthiest generation in history, so they'll have money to spend. Our expert panel will guide you through how to meet their expectations around inclusivity, sustainability and usability.

Moderated by: JENNI MIDDLETON, Beauty Director, WGSN Speakers:

LOUIS HOUDART, Founder & Managing Partner, Creative Capital China

YAQUN HAO, Senior Brand Communication Manager, ICICLE

MINYOUNG KIM, Chief Global Marketing Officer, LAKA

MAYLIS GRAND, Directrice Marketing Europe – Chief Marketing Officer Europe, Maesa Group

MARK EVE, Co-Founder, 3INA

JENNI MIDDLETON, Beauty Director, WGSN

JONAS BERGSTRÖM, CEO and Founder, Scandinavian Man

SATURDAY, MARCH 14, 2020

10.30 – 12.00

BEHIND THE BEAUTY PRODUCT OF 2030

The panel will discuss about the materials which will be used in the future, taking in consideration colors and printings. Design will play a major role in creating new effective products with reduce use of packaging materials. What are the most disruptive materials that will change the beauty industry? The selection of colors, printing machines and ingredients and their interaction with materials will be discussed.

Moderated by: MARY CLEARY, Beauty Editor, Wallpaper

Speakers:

APRIL MARTIN, Director of Strategic Marketing, Intercos

ALEJANDRO ESPINOSA CABALLERO, Creative Director, A+A DESIGN STUDIO

FRANCESCO TOMASELLO, Vice President Global, Pantone

MARCUS HELLBERG, Sales Director, Södra

SOPHIE MAXWELL, Futures Director Global, Pearlfisher

ROGIER VAN DER HEIDE, Designer

SISSI VALASSINA, Creative Director, Sissi Valassina

12.15 – 13.45

UNDERSTANDING TOMORROW'S TRAVELLER

We have entered a new era of travel. As citizens pop up in different regions of the world, and the travel industry expands to meet their demands, how can travel beauty brands cater for more customers while somehow maintaining a sense of exclusivity and locality? As emergent middle classes seek the material aspect of luxury travel, more mature markets are craving a new, evolved kind of beauty luxury. This is why offering luxury customers a relevant, personal and exclusive experience will become even more crucial than it is today. How is the SPA industry changing to meet expanding expectations and how global brands are changing to interact with travellers from Asia?

Moderated by: LORENZA SCALISI, Consulting Editor, CondeNast Traveller

Speakers:

JING LEGRAND, CEO, Altavia

GARRETT MERSBERGER, Director of Sales, Marketing and Spa, Chairman, Blue Harbor Resort and Conference Center, ISPA

BRENNAN EVANS, Vice President – Spa Operations, Trilogy Spa Holdings, LLC

CLAUS THOTTRUP, Founder, Borgo Santo Pietro

14.00 – 15.30

ASIA, LATAM: HOW THE NEW MARKET FRONTIERS WILL RESHAPE THE PERFUME INDUSTRY

Over the next 10 years, the perfume industry will undergo major transformations, driven in particular by the affirmation, or even the birth, of new regional markets of unknown dimensions and culturally distant from historical markets. The size of markets, when China

has 1.5 billion inhabitants and India 1.4 billion, alternative distribution methods (door-to-door sales in Brazil) and the impact of new technologies on promotion, discovery and sales are all challenges that require perfume designers and brands to be highly agile and able to adjust supply to demand at ever-increasing rates. Who are these new consumers, and how will markets meet their expectations and meet them? What tools will be available to perfume designers?

Moderated by: DOMINIQUE BRUNEL, Co-Founder, Nez

Speakers:

DAO NGUYEN, Founder, EssenziabyDao

RICARDO OMORI, Senior Vice-President, Global Fine Fragrance, Symrise

NATHALIE HELLOIN KAMEL, Head of Global Fine Fragrance, Takasago

For further information, www.cosmoprof.com