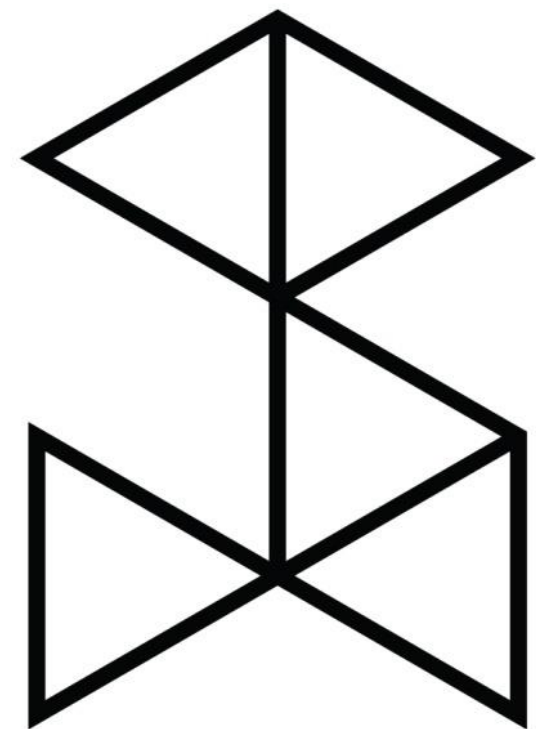




STHLM BEAUTY WEEK



STHLM
BEAUTY
WEEK

MAY 25-27 2020





2019 edition of beauty week was a success!

25-27 MAY 2020 we enter the beautiful palace Musikaliska – inside & out – again!

Musikaliska is situated by the water in the exclusive quarters of Stockholm.

The platform beauty week has grown enormously since the start in 2014.

Stockholm Beauty has the entire palace - 4 floors and a building next to it with a big outdoor room for mingling / outdoor furniture / catwalk etc..

Welcome to participate in this boutique fair where the brands come close to each other and its visitors.

2020 will also be open for fashion & accessories- beauty is to enhance your beauty, your own style.

Stockholm Beauty Week is all about cooperation, people and business and between different businesses – to get the best experience!

Stockholm Beauty Week has a big (royal) stage, beauty bars for launches and meetings, big fair hall, A big outdoor space in exclusivity and beautiful spaces for building your brand in a more secluded way but in our context of beautiful togetherness.

Be a beauty and join!





Stockholm Beauty Week brings the business, influencers, press and curious consumers together. For a three day party in May when Stockholm is at it's best!

3,000 plus visitors and 70 plus exhibitors on 3,000 sqm – most visitors come back for more!

Book your presence/boot and activate your brand at the happening of the year.

Stockholm Beauty Week is a perfect platform for launching on the Scandinavian market!

An event within the event is included in the fee – Stockholm beauty Week is an event fair and we recommend selling to fair prices!

In this presentation you can see a selection of pictures from beauty week från 2019 and a price to participate.

Blog posts about beauty week are posted on our fb www.facebook.com/stockholmbeautyweek

Warm welcome!





Stockholm Beauty Week is 3 days of a full program and activities Everywhere - there are many reasons to come back for more.

We have cooperation with a hotel next to us for a very **separate business meeting (Strand Hotel)** and a hotel deal for staying in (Stureplan) Stockholm (Hotel Kung Carl)!

We start at lunchtime with a **press show where all exhibitors are presented and exposed on the big screen** Monday the 25th of May. We have a press goodiebag but we inspire the press to visit the different stands/booths.

The exhibitors prepare the booths from 8 am, the same day) At 2 pm we open the building for all our visitors! We estimate approx 80 exhibitors 2020 since we will have more space than all the years before.

Stockholm Beauty Week strive to give the best selection of **products & services to the visitors and the best experience!** There is a possibility to perform activity within the booth space to give the best interaction and create the best relations and business possible.

For your event within the event at Stockholm Beauty Week **help will be provided for fixing with the event, goodiebags etc** - our lovely staff is at your utmost service!

We have a vast network for spreading your invite and we cooperate with media and matching companies for your business.

We continuously publish activities and info before, during and after beauty week in our and our network's social channels!





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Stockholm Beauty Week cooperates with the beauty business magazines hudspecialisten (SHR/Cidesco) and KOSMETIK and the booking site Boka Direkt for marketing and tickets.



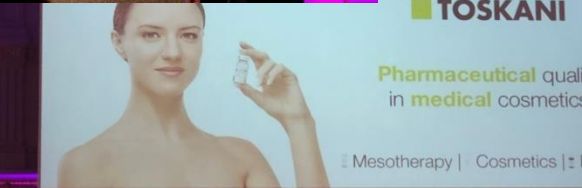
We cooperate with students from Realgymnasiet to provide the best service and for treatments with Gilda-skolan and Axelsons skin- and spa education.













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An all inclusive boutique fair

Some of Stockholm Beauty Weeks partners :

- Magazine Kosmetik, for articles and invitation list to buyers, salons approx 2000 salongers/retailers
- Camera di Commercio Italiana per la Svezia
- Boka Direkt for tickets and salons
- Gildaskolan - invitation to their 15,000 customers wanting treatments
- SHR - article in Hudterapeuten
- Axelsons - marketing and treatments on site
- SvD, beauty week promotion emails and advertisements inviting readers
- Mastercard - inviting customers
- Plaza Kvinna
- Inspoguide, beauty website/blog portal, 160,000 viewings / month
- Hotel Kung Carl (for staying) High end Hotel at Stureplan. 7 min walking distance
- Youtubers / United Screens
- Association of Swedish Beauty Brands
- French Embassy
- Mildh Press
- Stockholm Fashion Council
- Linda Myrberg, spakonsult
- Networks, international and Swedish
- Passion for Business, Styrelsebalans, Shenet Network (fb)
- Schools educating makeup artists, stylists
skin therapists

We wish you a warm welcome to Stockholm Beauty Week and our network!



Stockholm Beauty Week is a favourite for all beauty nerds and fashionistas – looking forward to a 3 day beauty paradise in our own palace when and where Stockholm is at its best! Welcome to take part 25-27 MAY 2020!



As an exhibitor there are plenty of possibilities, this is included:

- Space with table 1,22 m x 60 cm, 90 height
- Marketing/promotion through instagram, press show, seminar/event

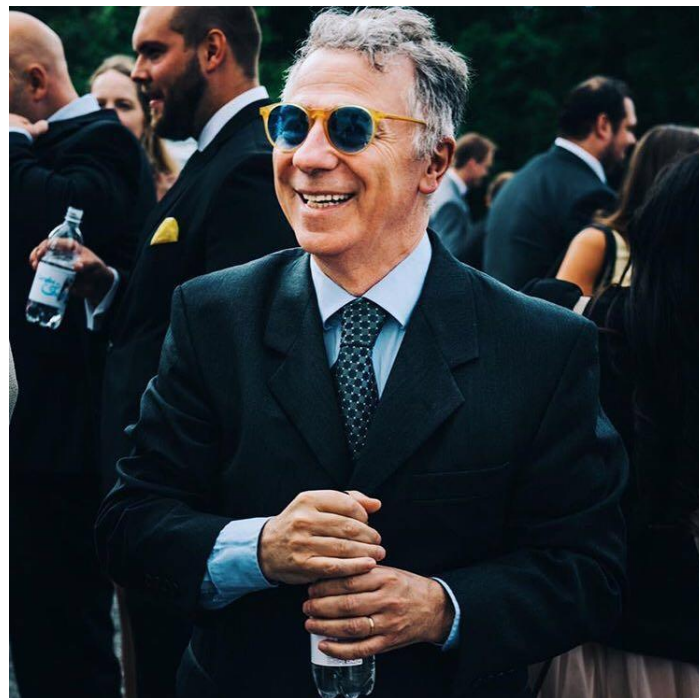
Price 19,500 SEK



We wish you a warm welcome to Stockholm Beauty Week 2020!



Maria Forssén



Giovanni Brandimarti

