



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 & accessoriesbeauty 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 exklusivety and beautiful spaces for building your brand in a more secluded way but in our context of beautiful togetherness.

Be a beauty and join!



Wibo

#MYCHOICEWIBO

Annabelle Mi

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!

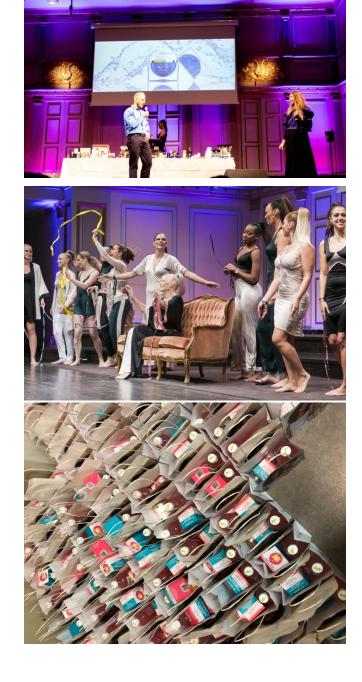
A n event within the event is included in the fee – Stockholm beauty Week is an event fair and we recommend selling to fair prices!

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 <u>www.facebook.com/stockholmbeautyweek</u>

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/boots.

The exhibitors prepare the boots 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 performe activity within the boot 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 continously publish activities and info before, during and after beauty week in our and our network's social channels!





Träffa HP i Beau Se HP Spectre Spectre Folio. P Solla in HPS Ta smidig och tr Få 10% re

Nordens största bokning^{s-} ^{och} marknadsplats för ^{allt} inom skönhet & häl^{sa.}

Sto



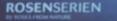
Stockholm Beauty Week cooperates with the beauty business magazines hudspecialisten (SHR/Cidesco) and KOSMETIK and the booking site Boka Direkt for marketing and tickets.

Atlas Hudvard

istare

THOS

AUKTORISERAD







Musikaliska

Annabelle Minu /

bokningslats för allt auty Baren! • x360 och • Passa också på



We cooperate with students from Realgymnasiet to provide the best service and for treatments with Gildaskolan and Axelsons skinand spa education. 6 bokadirekt.se

ordens största

Årets beautyvisning ägde rum första kvällen i pressalen. Visningen fortsatte sedan på Norrmalm torg. Många av utställarna hade make-up artister sor sminkade modellerna, bland annat Depend fixade Anastasia Beverly Hills, INGLOT, Mild,

The Beauty Archive,

Zuii och glo SEIN

BEAUTY.

naglar.

Green Heads stylade hår.



Stockholm Beauty Week ägde rum för femte året i rad och pagick under tre dagar i maj. Narmare 60-talet skönhetsföretag intog fyra våningar i Konstnärshuset, KB, i centrala Stockholm. Konceptet är som ashion week fastän för skönhet.

> TEXT JESSICA S KEMPE FOTO KATRIINA MÄKINEN



a fiwariz VD för Main Tilja och Tony

ledare Maria Forsén rvjuar jessica Kempe. Andaktor för Tidningen Kosmetik, om dagens beautytrender.

MÄSSA | STHLM BEAUTY WEEK











Teprovning med





Entréplanet

Polarisal ger dig tuen

Sense Pro Medical ICEPEEL for

Make up articler är på plats från b annal följande reårken Ansense forers föla på är at blatt blatt för den fö

er Scratch Rafa gör malker

Tisdag 15 maj

C.30-11.00 Operation Smile

Lansering Midnu

Lansering av 1

utyvianing med vára utotália (Denutyvianin) – Lamadane ne h. Denutyvianin)

Onsdag 16 maj Sine start morning

100-10.48 Traning med Mikaeta Lauré

Juice Beauty in Inter Materials

Beauty from within

Lunch från Ma

Busanne Liljenberg är entreprendren so bla imundet innedesnastivetaget Granit 17.00-18.39

une Servi

Torsdag 17 maj

Fukosi Beauty Baren (an

iya stylingtjónstan

shoet Beh



55 Kosmetik 3-2018

Mikaela Laurén lár ut

olev Camilla Jonsson.

proffsboxning. Arets salong blev Turkos och Årets makeupartist

Stora Pressalen, plan 1: 1.70-13.36 Tata's Beauty Class ets läkand

ryn eith franstar



BE DIN SEKRETERARE RENSA ALMANACKAN BIG TIME, PÖR 15-77 MAI ÅRI DET DAGS PÖR STOCKHOLM BEAUTY WEEK MÄSSAN SOM ÅR: SIÖNI ETISBRANSCHENS FLAMGÅN SEIRKA SVAR DÅ PÅSSHIDN WEEK, RUNT 50 UTISTÅLLARE DELTAR PÅ KLANSISKA KONSTNÄRSHUSET I CENTRIALA STOCKHOLM.

EK

sande locat mans med S rige Maria F

Berätta om r - Stockhol klara, som r och eventen re. Stockhol

som ska falla på Vad är nyckeln som inte andra - Då jag som 1 holm Beauty W KÖP BB GLOW

WHITE

dermedics HITE MESOWHITE

WHITE

......

BI

VILL DU ERBJUDA DINA KUNDER?

INSTITUTE BCN medicinska serum

MICRONEEDLING

HYDRA GOLD micro channeling

B GLOW by Dermedic IRI P.N Hyaluronpen APEN PLAXEL Fibroblast

彩



iccio

butte

ECTRE x360 13

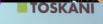












Pharmaceutical qualit in medical cosmetics

Mesotherapy | Cosmetics | : F

101







LI

-



DABBEIK





STHLM BEAUT WEEK

An all inclusive boutique fair

INIKA Organic

GĐ DOFTA' Some of Stockholm Beauty Weeks partners :

- Magazine Kosmetik, for articles and invitation list to buyers, salons approx2000 salonger/retailers
- Camera di Commercio Italiana per la Svezia
- Boka Direkt for tickets and salons
- Gildaskolan invitation to their15,000 customers wanting treatments
- SHR article in Hudterapeuten
- Axelsons marketing and treatments on site
- SvD, beauty week promotion emails and advertisments 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:

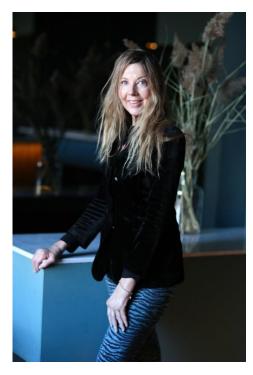
- Space with table 1,22 m x 60 cm, 90 height
- Marketing/promotion through instagram, press show, seminar/event

-

Price 19,500 SEK



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



Maria Forssén



Giovanni Brandimarti

STHLM BEAUTY WEEK 2020 MAY 25-27

