

## BEAUTY DÜSSELDORF in a New Look

### New Concept for Young Talents at the Make-up Championships

BEAUTY DÜSSELDORF's new advertising campaign has adopted a fresh new approach. The modern look underlines even more strongly the main focus of the trade fair: beauty!

"We are delighted with the launch of this new-look advertising and wish to present ourselves with more clarity, presence and focus. The striking appearance reduces the advertising message to essentials," says Michael Degen, Executive Director at Messe Düsseldorf. "Due to the variety on social media and the new communication tools arising from this we wanted to clearly turn our focus towards visual appeal," said Degen.

As the partner to implement this new look it has been possible to enlist Vignold Group GmbH. "We consciously left the BEAUTY logo unchanged – this stands for strong brand values and embodies our claim as a leading trade fair. The new advertising concept is minimalist channelling the art of "less is more". We opted for contours, abstraction, rough lines and an interplay of nuances – the rest happens in the head of the observer," adds Dirk Majchrzak, Chief Strategy Director at Vignold. The dominant black colour was chosen as an element that competes with the colourful product palette of the beauty industry. The various body parts in the different motifs stand for the segments of the trade fair Cosmetics, Foot, Nail, Wellness and Spa. "It's about being able to see beauty. With the new motifs we want to provide a platform for a new staging and more emotional flair," says Majchrzak.

Alongside the advertising campaign a new concept is to be launched for the Make-Up Championships. In addition to the BEAUTY "Make-Up Award" for national and international participants in future there will also be a "Young Make-Up Talent Award" for young national and international participants aged 21 and under. Commenting on this Michael Degen said: "This means we can give young talent the opportunity to feature on the big stage. And obviously, this new competition is also a reaction to the increased importance of influencers and online tutorials. For this reason, last year we also called the "BEAUTY WEB S@LON" into existence offering free workshops on such topics as the Internet, social media and online marketing.



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DIE LEITMESSE  
THE LEADING TRADE FAIR



Kosmetik, Nail, Fuß,  
Wellness & Spa  
cosmetics, nail, foot,  
wellness & spa

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The global Association of the Exhibition Industry

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This philosophy of gradual adaptation and change is to be consistently pursued at BEAUTY. Digitalisation is the main pivotal challenge in the field of service cosmetics. “We will not be calling our successful trade fair concept into question as such but tweaking it here and there. Here we will obviously take the entire sector with us developing new ideas and concepts together.”

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