

make UP *in* NewYork

How J-beauty recent staging highlights the identities of Asia

Wednesday September the 12th from 12:00pm to 12:45pm at MakeUp in NewYork



Figures are high, figures are good. Japan's cosmetics exports are on track to hit another all-time high this year as key players accelerate efforts to attract consumers in China and other parts of Asia with the appeal of the "Made in

Japan" label. About 90% of Japan's cosmetics exports are bound for other Asian markets.

K-beauty remains on the rise . Korean cosmetics exports jumped nearly 20% in 2017. China was the most important importing country of Korean cosmetics last year, despite the installation of the U.S.-led Thaad antimissile system in Korea, which lead to a Chinese boycott of Korean companies.

And the Chinese cosmetics market continues to grow, hitting \$45.3 billion in 2016, up 50% over the past five years, British research firm Euromonitor International says. Sales of upmarket items are rising, especially in urban areas with an increasing rise of successful local brands

So how do we see the future Asian cosmetics landscape?

- J-beauty focusing on quality, science but also new natural easy going looks up to new minimalistic makeup products
- K- beauty jumping on new concepts, new routine and glow attitude with makeup products focusing to meet increasingly specific needs
- C-beauty moving to local identity but also new power to be visible from the mass thanks to colors, ingredients but also local influencers
- M-Beauty dedicated to the amazingly sophisticated Muslima's beauty needs from Malaysia & Indonesia facing heat but requesting easy to wash off makeup

What is to be watched from these different countries and beauty approaches?

- J-Beauty has the power of know-how , the unique sense of design and safety image
- K-beauty creates new beauty desires and ideals thanks to a sense of perfect perfection
- C-beauty is showing up , revamping cultural backgrounds for a dynamic appealing new sense of beauty
- M-beauty is pushing local Indie brands, more flexible to understand and face technical issues of lasting-non lasting makeup

Makeup is now moving in many exciting directions thanks to all these local market identities. Asian products are definitively going to lead innovation in order to face and meet all these different customer's needs which are young but also mature like in Japan.

Florence Bernardin, general Manager of Information & Inspiration, Asian cosmetics markets specialist will highlight through trends and products how innovation is dynamic from this part of the world thanks to many different cultural backgrounds. She will introduce what's hit & hot from J-K-C and M-beauty !

Come and Enjoy !

