

THE
**BEAUTY
INSIDER**

*Why
Great
Products
Get
Ignored*

FROM SHELF
TO
SPOTLIGHT

Winning With
Product, Purpose,
and Presence

7
BEAUTY
TRADE FAIRS
TO ATTEND
2025-2026

Insider picks, power
moves and an exciting
new Cosmoprof

USING AI YET
OR
STILL
PLAYING
CATCH-UP?



LINGUA BEAUTY

Translations | Copywriting | Publishing

www.linguabeauty.com





From the Editor

Publication Credits

The Beauty Insider™ – Issue 1, 2025
A publication by Lingua Beauty
Publisher & Trademark Owner
Lingua Beauty
Business ID: 2803143-6
Turku, Finland
www.linguabeauty.com

Management

Lauri Stevens
Director, Lingua Beauty
Anna Grinsvall
Chief Operating Officer, Lingua Beauty

Editorial

Inga Stevens – Editor
Isabelle Moretti – Contributing Writer

Creative Direction & Design

Sandra Mastingaal

Business Development

Juliana Ylinnen – Project Manager
Ella Jokipii – Business Development Manager

Legal

Thomas Harala – Trademark Consultant

Advertising & Media Inquiries

thebeautyinsider@linguabeauty.com
The Beauty Insider™ on LinkedIn
www.thebeautyinsider.eu
www.linguabeauty.com

Social Media

Instagram & LinkedIn
[@thebeautyinsidermagazine](https://www.instagram.com/thebeautyinsidermagazine)
[thebeautyinsider™](https://www.linkedin.com/company/thebeautyinsider)

[linguabeauty](https://www.linguabeauty.com)

Printing & Distribution

Published quarterly across the European Union and the Middle East.
Print editions are available at select trade events or by request at thebeautyinsider.eu

Copyright

© 2025 Lingua Beauty. All rights reserved.
No part of this publication may be reproduced, stored, or transmitted in any form without written permission from the publisher.

Welcome to the debut issue of The Beauty Insider.

It's a rare moment when a new voice enters the professional beauty conversation.

The Beauty Insider is a magazine dedicated to those shaping the future of the beauty industry in Europe and the Middle East. This publication explores beauty as a dynamic industry influenced by social, cultural, and economic forces, focusing on depth, insight, and utility. We prioritise expert-driven content that offers fresh perspectives, exclusive interviews, and trend analysis.

Our cover features the powerful Tess Holliday, whose work continues to expand the boundaries of representation. She challenges the industry to go further beyond visibility and into structural change.

In this issue, you will learn how AI is becoming essential in fragrance creation, how department stores are changing the luxury landscape, and why private-label products are emerging as the new beloved brands. We unpack the strategies behind some of the industry's most compelling innovations and explore how understanding the true lifecycle of trends can shape smarter, more resilient brand decisions.

You will also find expert advice on how to stand out to buyers in an oversaturated market, and how to make the most of Europe and the Middle East's most influential trade shows. These are the practical, behind-the-scenes insights that often go unspoken yet are essential to long-term success.

Whether you are launching your first product, scaling a legacy brand, or leading creative strategy, The Beauty Insider is built to serve you. Every issue delivers exclusive interviews, sharp analysis and actionable takeaways to help you navigate the complexity of today's beauty industry with clarity and confidence.

To our contributors, collaborators and readers holding this first issue, thank you for being part of the beginning.

With gratitude,
Inga Stevens

THE
**BEAUTY
INSIDER**

Contents

**Insights. Trends.
Industry Voices.**

06

Beauty Gets Automated

The do's & don'ts of using AI in the industry

10

The New Reality of Luxury Beauty

How department stores and brands must adapt

15

In the Spotlight with Julia Challes

The visionary behind beauty's most innovative launches

22

The Science Behind Beauty Trends

Harnessing the evolution of trends to create long-term strategies

28

The Power of AI in Scent Development

How AI is becoming an essential tool in the perfume industry

41

The Private Label Power Move

Transforming private brands into desirable "love brands"

46

The Art of Tradeshow Mastery

Preparation is essential in the world of trade shows

Featured Articles.

18

Landing on the Buyer's Radar

Buyers don't need more brands; they need the right ones

33

Going Beyond Looks

Why beauty's inclusivity problem runs deeper than representation

37

Beauty Trade Fairs to Attend 2025-2026

Insider picks, power moves and an exciting new Cosmoprof



Beautyblender®

BEAUTY GETS AUTOMATED

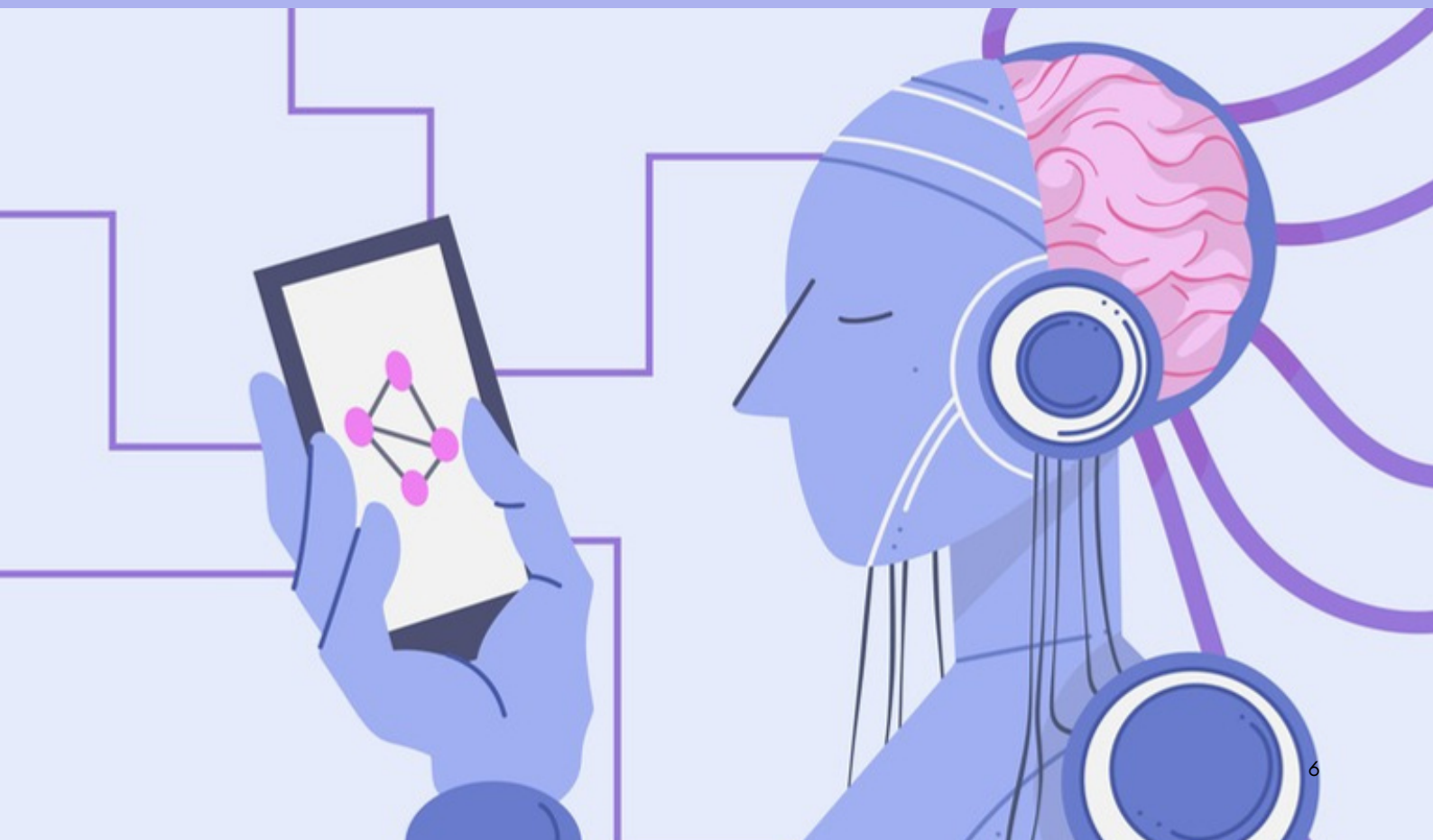
The Do's & Don'ts of Using AI in the Industry

How today's beauty brands are using AI with purpose, without losing control. From content creation to customer experience, this guide outlines the practical applications, common pitfalls and strategic choices that separate trend followers from true leaders.

Artificial intelligence (AI) has already begun to reshape the beauty landscape. From copy development to customer experience, automation is being integrated across every touchpoint. But without structure and oversight, efficiency can quickly lead to inconsistency.

At The Beauty Insider, AI has been a working tool, not a concept on the horizon. We started experimenting with AI tools well before ChatGPT became a talking point at the dinner table. Since then, we have tested it across publishing, training, and multilingual content production and we have learnt firsthand what works, what scales, and what breaks.

Here is our take on what to do and what to avoid for beauty brands seeking to integrate AI with purpose and accountability.



DO

Speed Up the Right Things

AI is excellent at handling repetitive and time-consuming tasks. We use it to generate first-pass product copy, structure internal documents, and prototype campaign ideas. But speed without strategy is just noise.

To keep quality high, **native-speaking beauty** experts review every output. That process ensures alignment with tone, regulatory standards, and audience expectations

DO

Optimise What You Already Use

Most beauty teams already work with platforms that offer built-in AI functionality. Tools like Shopify, Canva, and Google Docs now include smart features that enhance everyday workflows.

These tools assist with content drafts, visual ideation, and product categorisation. **Effective use involves identifying tasks suitable for automation** versus those needing direct oversight, without requiring custom solutions.

DO

Keep Your AI Stack Streamlined

A complex tech ecosystem isn't necessary. A focused set of tools can offer substantial support without adding complexity.

Recommended tools:

- **ChatGPT** and **Claude.ai** for content planning and tone alignment
- **Midjourney** for quick visual references
- **Whisper AI** for voice content
- **Custom AI Agents** for support tasks
- **Beauty-Specific GPT Models** for industry applications

These tools enhance efficiency, but strategic decisions should be guided by experts.

DON'T

Publish Unchecked Content

AI tools often produce content that sounds authoritative, even when it contains errors. Unsupervised use can result in incorrect claims, misinterpretation of ingredients, or inappropriate messaging.

Beauty brands operate in a space where accuracy and brand consistency must be maintained. **Final review by qualified professionals** should remain a non-negotiable step.

DO

Train Bots with Brand Precision

AI should support your team, not replace it. For example, a chatbot trained using brand-specific data such as product knowledge, tone guidelines, and service responses can assist customer engagement at scale.

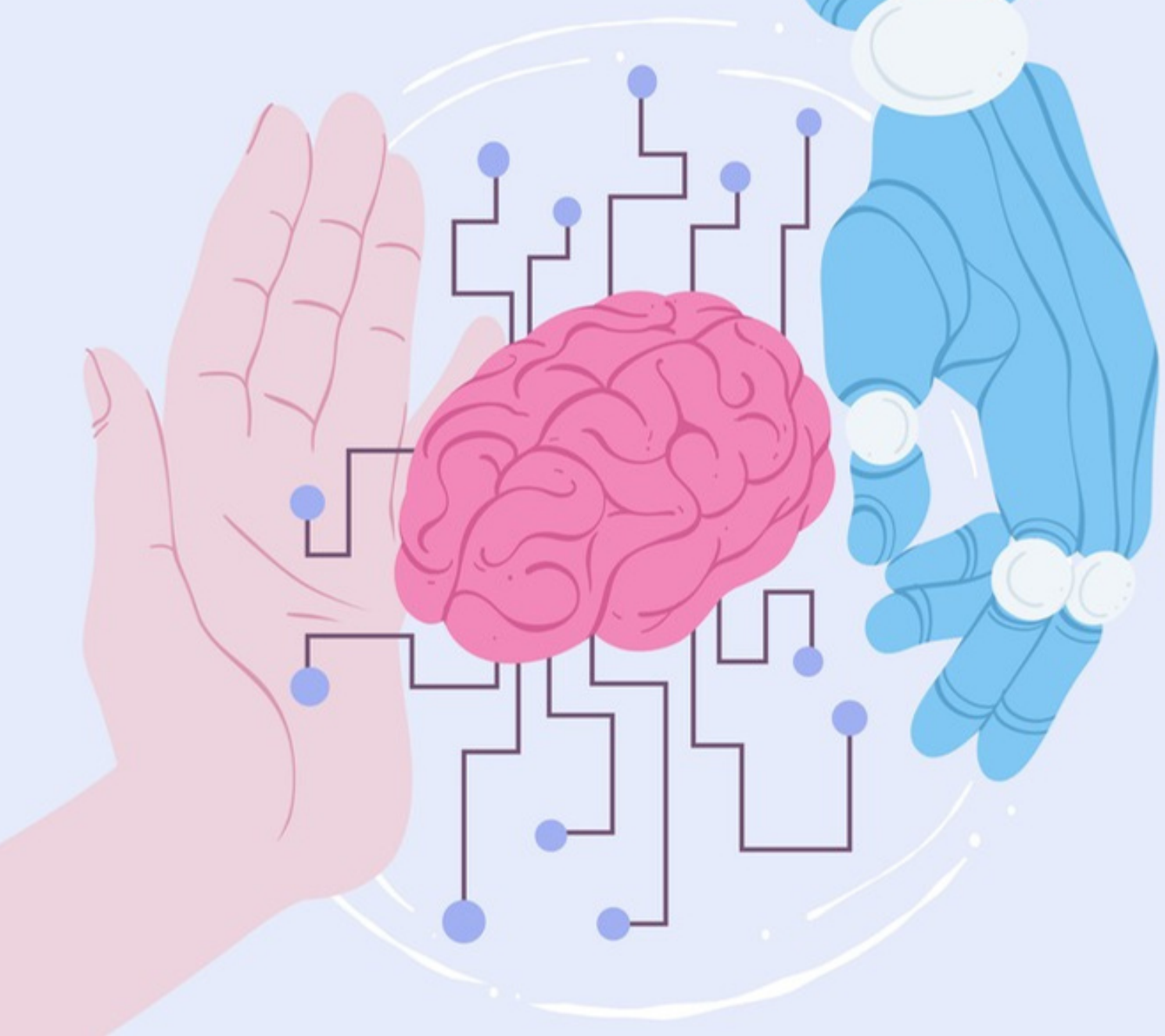
Platforms like Linked Client offer ways to automate communication while keeping interactions aligned with the brand voice. **Automation should always be informed by human experience** and input.

DON'T

Assume Global Accuracy

AI-generated translations can support multilingual efforts, but they do not replace local market insight. Beauty language requires cultural fluency and regulatory understanding.

Every market-facing asset must be reviewed by local experts. That review protects both reputation and relevance.



The Mark of Leadership

The brands leading this shift to AI are not defined by the number of tools they use. They are recognised by how they apply those tools with care, judgment, and clarity.

AI works best as a partner within a broader strategy. Begin with targeted use. Review every output.

At The Beauty Insider, we have seen automation improve speed and structure. We have also seen the risk of bypassing human review.

AI can enhance workflows.; however, professionals bring meaning, context, and above all, accountability.

In beauty, that distinction defines leadership.



Exploring AI for for your business?

Connect with us to make the most out of AI at
thebeautyinsider@linguabeauty.com



Huxley

The New Reality of Luxury Beauty: How Department Stores and Brands Must Adapt

By Inga Stevens

Luxury beauty is changing, and department stores must keep pace. As consumers become more discerning and experience-driven, Natalia Montes Hermo, Luxury Beauty Brands Buyer at El Corte Inglés, explains how retailers can stay ahead by prioritising exclusivity, in-store experiences, and strategic brand partnerships.

Luxury beauty has traditionally thrived on exclusivity, but current consumer behaviour presents a paradox. On the one hand, shoppers desire ultra-personalised, one-of-a-kind experiences, seeking skincare and fragrances that feel uniquely tailored to them.

On the other hand, viral beauty trends, often fuelled by influencers and social media, can create sudden, widespread demand, even within the luxury sector. Products once niche and highly exclusive can become mainstream overnight, forcing brands and retailers to adapt quickly to maintain their relevance.

Natalia Montes Hermo, who manages luxury beauty brand buying at El Corte Inglés, recognises this shift happening in real-time. Retailers face the challenge of balancing curated exclusivity with trend-driven desirability. This balance is crucial to maintaining the aspirational appeal of luxury beauty while staying culturally and socially relevant.



Reshaping luxury beauty

The emergence of Gen Z and younger millennial shoppers has significantly altered the way luxury beauty products are consumed. This generation, more digitally connected than any previous one, often starts its journey into high-end beauty by exploring accessible alternatives. This may involve investing in entry-level products from prestigious brands or opting for more affordable fragrances inspired by luxury scents.

"The phenomenon of perfumes 'inspired by...' is a clear example of how influencers can generate this desire for luxury, although sometimes their promotion is aimed at more accessible alternatives," says Montes Hermo. "However, what is interesting is that this indirect promotion of the luxury brand ends up benefiting it, creating an even stronger desire for the original product."

Luxury beauty has become deeply ingrained in popular culture, appearing in song lyrics, viral TikTok videos, and celebrity endorsements that were once specific to mass-market beauty.

How Retailers Can Stay Ahead

- Prioritise exclusivity
- Focus on in-store experiences
- Consider strategic brand partners
- Offer accessible alternatives
- Invest in brand storytelling

"What was once considered exclusive and almost inaccessible is now mentioned in reggaeton songs, social networks, and everyday conversations," Montes Hermo notes. "This kind of visibility has made brands that were once considered niche become somewhat democratised, although this has also made the market more volatile."

As trends become increasingly short-lived, brands must balance maintaining exclusivity with embracing the visibility and demand that viral moments can bring.

"Increasingly ephemeral fashions make the market more unpredictable, and brands must adapt quickly to stay relevant," she explains.

Department stores still matter

While e-commerce dominates convenience-driven shopping, high-end beauty remains an experiential market. Consumers who invest in prestige products want to see, smell, and feel them before making a purchase, as luxury retailers create an environment that digital platforms cannot replicate.

“In-store, customers have the opportunity to discover the latest novelties in a sensory way: touching, tasting, smelling, and experiencing products in a way that the web cannot,” says Montes Hermo. “This type of interaction creates a deeper connection, turning the purchase into a truly emotional experience.”

Beauty retail has evolved beyond traditional counters and displays. Department stores have become spaces where luxury beauty meets wellness lounges, VIP shopping experiences, expert-led masterclasses, and curated pop-up events. The aim is to make every trip to the store feel special, fostering an emotional connection between the consumer and the brand.

“Department stores have elevated the concept of ‘shopping’ to a whole new level,” Montes Hermo explains. “They are not simply places to buy products but have become social environments that reflect an urban lifestyle.” For brands, securing a place in a prestigious department store goes beyond distribution; it is an opportunity to enhance visibility, build brand equity, and gain consumer trust.

“
Department stores
have *elevated* the
concept of
‘shopping’ to a
whole new level.
”

What retailers look for

Department stores are very selective when choosing which brands to stock. The brands must align with the retailer's vision, appeal to their target consumers, and enhance the in-store experience.

“It is essential that the product and the brand align with the retailer's philosophy,” Montes Hermo explains. “This means they must coincide in essential aspects such as price, aesthetics, concept, and target audience.”

Global success does not guarantee that a brand will perform well in every market. Montes Hermo emphasises the significance of cultural and regional nuances in shaping retail decisions.



Collaborating for success

Today, the collaboration between brands and department stores is experiencing a fascinating transformation, driven by trends that aim to reinvent the shopping experience to meet the expectations of modern consumers. Instead of simply providing shelf space, retailers and brands must collaborate to create experiences that build excitement, exclusivity, and consumer engagement. The emergence of multi-brand spaces in department stores has given emerging brands greater visibility without the need for a dedicated standalone counter.

"These spaces allow smaller brands, but with high-quality and very trendy products, to have access to exclusive points of sale without having to have their own stand and staff," Montes Hermo explains. "This offers a fresher and more dynamic shopping experience that responds to the constant demand for novelties from consumers. Exclusive collections and retail-only collaborations have also become essential in driving foot traffic."

Montes Hermo highlights the growing demand for these initiatives. "Limited editions between beauty brands and department stores are increasingly recognised and in demand, especially on special occasions such as Christmas, Mother's Day, or Valentine's Day."

Retailers are also incorporating AI and personalisation tools to customise the shopping experience for individual consumers. Montes Hermo explains that by integrating technologies like artificial intelligence and data analytics, department stores can provide personalised recommendations that improve the consumer experience by aligning with their unique preferences.



Natalia Montes Hermo is a luxury beauty brands buyer at El Corte Inglés, specializing in strategic brand growth with a keen eye for trends and market positioning.

The future of luxury beauty retail

Luxury beauty retail has evolved beyond simply showcasing high-end products; it now focuses on cultivating desire, fostering exclusivity, and delivering an experience that cannot be replicated online. The most successful department stores will continue to innovate by combining experiential retail with strategic brand curation and advanced personalisation.

For brands to thrive in this space, they must offer more than premium products. They need to invest actively in brand storytelling, engage with their audience across various touchpoints, and create experiences that feel exclusive and aspirational.

“
Limited editions
between beauty
brands and
department stores
are increasingly
recognised and in
demand.”

”

Looking to break into luxury retail?

Connect with us to reach out to buyers at
thebeautyinsider@linguabeauty.com





REFINED NATURAL BODY CARE

WHEN ROUTINE BECOMES RITUALS

CORPUS®

IN THE SPOTLIGHT

Julia Challes

The *visionary* behind beauty's most *innovative launches*

Brand and innovation consultant Julia Challes has spent 15 years shaping beauty's most beloved products. Blending creativity with strategy, she shares her journey and insights on launching game-changing beauty innovations.

By Isabelle Moretti



Some individuals find their way into the beauty industry, while others, like Julia Challes, seem to be born into it. Raised in an environment where product development and brand campaigns were regular dinner table conversations, Challes has combined her innate creativity with a deep understanding of consumer psychology. Today, she is a sought-after brand and innovation consultant, with over 15 years of experience shaping some of the most beloved beauty products on the market.

A *legacy of creativity* and insight

Challes' passion for beauty was ignited at an early age. As a teenager, she watched her father lead the development of a global brand and often tested ideas on her and her friends. "I thought creating brands and products would be fun," she recalls. "I've always been a creative person, but I'm also fascinated by human behaviour and psychology, so marketing seemed like the perfect way to combine both interests."

This blend of creativity and analytical thinking set the foundation for her career. Starting in large corporations, Challes gained invaluable experience in processes, structure, and market strategy. However, she found her true calling in working with smaller businesses and start-ups, where she could play a more hands-on role in turning visions into reality. "I love ideating and creating," she says. "My heart and passion have always been in brand and product development."

From *baby lips* to *beauty icons*

Every career has its defining moments, and for Challes, one of her first significant experiences was contributing to Maybelline's iconic Baby Lips lip balm. Though it was her first job and her role was small, she was present when the product's name and concept were developed.

"It became a staple for the brand for a long time. That experience taught me the importance of teamwork and resilience," she explains.

Since then, her name has been behind several innovative launches, spanning both the luxury and fast-moving consumer goods (FMCG) sectors. She has collaborated with beauty powerhouses like

Coty, Crabtree & Evelyn, Estée Lauder, and Clinique, consistently bringing a keen sense of market trends and an instinct for what consumers truly desire.

The *art* of product development

When it comes to developing a new beauty product, Challes starts with her intuition. "I'm deeply involved in all things beauty and inspired by what I see both inside and outside the category. However, intuition alone isn't enough; it must be validated through data and consumer insights."

Her best ideas rarely come while sitting at a desk, and she keeps notes wherever she goes, letting inspiration strike naturally.

For Challes, the magic of product development lies in balancing creativity with market demands. "Some products are created purely to respond to a trend. Sometimes, creativity isn't about coming up with something entirely new, but rather about executing an idea flawlessly," she explains. "Other times, it's about identifying an unmet consumer need and thinking outside the box to create something entirely new and be the first on the market."

“
Intuition alone isn't
enough; it must be
validated through data
and consumer insights.

”
A key factor in successful product development is collaboration. Product development is rarely a solo effort, and ensuring all stakeholders are aligned is critical. "A structured process is essential," Challes says. "Everyone should have defined input at each stage of development, and there should be a clear timeline to keep the project on track."

Consumer feedback is another essential element of her approach. "I spend hours scrolling through product reviews, social media comments, and real-life conversations. You never know where you'll find crucial insights."

“
The most important
thing is never to
compromise on the
quality of your launch.
”

Staying ahead in a crowded market

With new beauty brands launching daily, differentiation is essential. For Challes, staying ahead of trends is about reacting to what's popular and understanding the deeper shifts shaping the industry.

“Macro trends are more important than micro trends because they give you a longer-term perspective,” she notes. “If you’re in tune with macro trends, you’ll naturally have products that address the smaller, more immediate ones.”

She believes that sustainability and technology are two of the biggest forces shaping the future of beauty. As an advisor to brands looking to innovate, she encourages them to focus on purpose-driven launches rather than chasing fleeting fads.

"Not every trend should be followed. The most important thing is never to compromise on the quality of your launch."

A portfolio of *passion projects*

While every product she has worked on holds a special place in her heart, two stand out: The Multi-Tasker Concealer by Rimmel London and The Tinted Lip Balm by Kjaer Weis.

"The Multi-Tasker Concealer was a lesson in resilience; we overcame so many hurdles to bring it to market. And The Tinted Lip Balm? I'm a huge lip balm user, so I was thrilled to create one that I would use every day."

With a career defined by innovation, intuition, and a deep understanding of what makes beauty consumers tick, Challes continues to shape the industry one groundbreaking product at a time.

Need help launching your next beauty bestseller?

Email us to find the right professional at
thebeautyinsider@linguabeauty.com





LANDING ON THE BUYER'S RADAR

In today's saturated beauty market, brands need more than ambition to earn shelf space.

Lauri Stevens, International Sales Consultant, shares what it takes to impress retail buyers through clear strategy, well-timed outreach, and stories that build trust.

Buyers don't need more brands; they need the right ones. That's precisely what I help them find.

As an international sales consultant, I collaborate with beauty brands worldwide to get their products onto shelves, scale strategically, and remain relevant in today's competitive retail landscape.

Whether breaking into the GCC, entering the Nordic markets, or exploring new opportunities in Asia, the fundamentals stay the same: clarity is essential.

In 2025, capturing a buyer's attention isn't about who shouts the loudest. It's about showing up purposefully, providing proof, and offering a product that meets a genuine retail need.



PROOF OVER POLISH

Understanding what attracts buyers

Today's buyers are moving quickly, filtering options even faster, and only engaging when something resonates with them. I've noticed three key factors that consistently make this happen.

First, there's the visual appeal. A strong visual identity is more important than many people acknowledge. You may never get a second chance if your product doesn't stand out at first glance.

Second, there's proof. Buyers have limited time. By demonstrating sales traction, reorder data or evidence of success in a test market that resembles their own, you instill confidence that your product will meet their consumers' needs. Simply stating "we have potential" isn't enough; you must show it's already succeeding elsewhere.

Third, let's talk about pricing. This is where many founders stumble. The pricing strategy must be effective for the consumer at checkout and the buyer's profit margins. Smart pricing can seal the deal when all other elements align.

What is the most impactful element you can present in a pitch? SKU-level sales data. Share how much your product sells per store per week, and provide performance benchmarks.

This level of clarity shifts the pitch from the abstract to concrete business planning. That's when buyers move beyond polite listening to asking meaningful questions.

BUILT FOR THE BUYER

Why precision beats hype in today's retail pitch

I've been in the room for hundreds of pitches. Some win over buyers within five minutes, while others lose attention before the first slide finishes. The key difference often comes down to precision, not only in the pitch itself but also in the strategy behind the brand.

One of the strongest cases I've worked on involved creating an entire brand tailored to meet the unmet needs of a major retail chain. We utilised AI tools to expedite the process, aligning product design, price points, and positioning with their target audience and shelf space. When the pitch was successful, it offered a solution. This kind of pitch opens the door and paves the way for a follow-up meeting.





MORE THAN A SHELF FILLER

What today's buyers are really looking for in a brand

The role of the buyer is changing significantly; they are becoming curators rather than just category managers. Today's buyers want to feel proud of the brands they select. They seek stories they can share, and brands with a strong sense of purpose and a clear aesthetic have an advantage.

It's no longer simply about filling gaps in a product assortment. Brands must add value to the retailer's identity and offering something memorable for its customers. Elements such as visual language, the founder's story, and product philosophy are crucial, but a solid business case must back them.

Another crucial attribute buyers value is honesty. Be transparent about your current status. If you have data gaps or limitations in your market presence, don't conceal them. Acknowledge these challenges and present a clear growth plan. Buyers don't want perfection; they are looking for trustworthy partners.

When a brand approaches the market with humility, self-awareness, and a solid strategy, it fosters confidence. This kind of transparency is a strength.

WHEN TIMING TURNS THE TIDE

Why patience, persistence and being prepared pay off

One crucial aspect that isn't often discussed is how timing can be just as important as strategy. There are instances where you might knock on a retailer's door for years without making any progress. Then, suddenly, circumstances change.

A new buyer might come on board, or the category might be reorganised. At that moment, the product they previously overlooked becomes what they need.

I've witnessed brands transition from receiving a firm "no" to landing multi-million-euro deals simply because the timing was right.

So, be patient, be efficient, and continue to show up with clarity and consistency. If you genuinely believe in your product and maintain high execution standards, your opportunity will present itself.

In this business, it's about being ready when the opportunity arises.



Lauri Stevens is an international sales and marketing consultant with over a decade of experience helping beauty and wellness brands grow across global markets. As co-founder of Lingua Beauty and The Beauty Insider, he bridges the gap between visionary founders and top-tier retailers, specialising in brand launches, retail expansion, and strategic matchmaking.

Are you struggling to reach the right buyers or close deals?

Get in touch with us to help you grow your sales at thebeautyinsider@linguabeauty.com



It's in your nature. NOBE.

W
m
O
N

NORDIC
BEAUTY

Introducing the
Nordic natural
skincare line,
NOBE, which
brings the unique
ingredients of the
northern wilderness
into urban lifestyles
and skincare.



The Science Behind Beauty Trends



with
Jennifer Carlsson

By Isabelle Moretti

Jennifer Carlsson, founder and beauty brand expert at Mintoiro, reveals how trends in the beauty industry are less about fleeting fads and more about enduring consumer needs. As she finalises her Trend Forecasting Reports for 2026, Carlsson explains how brands can harness the evolution of trends to create innovative, long-term strategies.

Beauty trends come and go, but the needs that inspire them remain surprisingly consistent. From the rise of Scandinavian minimalism in packaging to the viral popularity of peptide lip treatments, every trend goes through a lifecycle: it emerges, gains momentum, rises to prominence, becomes mainstream, and eventually fades or evolves into something new.

Jennifer Carlsson, founder and beauty brand expert at Mintoiro, has built her career tracking these cycles. With a database of over 20,000 beauty brands and a keen eye for aesthetics and strategy, she helps brands decode why certain trends take off and how they can leverage data-driven insights to stay relevant.

"Trends don't appear out of nowhere," Carlsson explains. "They often have roots stretching far back and evolve over time before becoming mainstream. The important thing is to understand what consumers need it to fulfil, rather than just chasing what's popular now."

Where do beauty trends come from?

The beauty industry is flooded with lists of 'must-know trends', but Carlsson challenges this surface-level approach, emphasising that multiple trends evolve in parallel to meet the needs of different consumer groups. One example is the Scandinavian minimalism brand type, which she traced back to **Byredo's** early branding.

Byredo was one of the first to embrace that specific minimalist style in its packaging, and then brands like Verso brought it to skincare and Herbivore followed by introducing it into the natural skincare category," she says.

"General design trends have moved towards a more minimal and flat design style and I expect it to continue to be prevalent for a long time." Trends often arise from unexpected sources. Some begin with niche indie brands before being adopted by larger companies, while cultural shifts, technological innovations, or social media movements influence others. Carlsson's research shows that successful brands don't merely follow trends; they understand the underlying consumer psychology that drives those trends to become popular.

How trends spread and go viral

Once a trend starts to gain traction, it spreads through a combination of consumer demand, industry adoption, and digital influence. Carlsson highlights the popularity of peptide lip treatments as a prime example.

"**Rhode** launched a peptide lip treatment that resonated with consumers, and suddenly, dozens of brands followed suit," she says. "However, those who copy trends do not set them; the key lies in understanding why a product was successful and how to offer something innovative and relevant, rather than merely replicating what already exists."

For brands, this means looking beyond what is currently trending and asking deeper questions: Why is this product or concept resonating at the moment? What need is it fulfilling? Is this part of a larger movement or just a passing fad?

By answering these questions, brands can stay ahead instead of simply following the crowd.

The trend lifecycle: From emerging to mainstream to maturity

As not all trends are long-lasting, recognising their progress can help brands make more informed decisions. Carlsson outlines the five key phases of a trend's lifecycle: emerging, rising, mainstream, mature, and declining.

She explains that trends don't usually disappear overnight but gradually lose their novelty over time. "People don't change their preferences instantly," she says. "Instead, trends tend to peak and then slowly decline as consumer interest shifts elsewhere."

Tracking trends at a macro level is essential for brands that operate with long product development cycles. According to Carlsson, a rising trend today is likely to still be relevant in the next one to two years, which is crucial given the time it takes to develop a product.

How brands can use trend data for long-term success

Rather than reacting to every passing trend, brands should focus on the fundamental consumer needs driving them.

Carlsson points out that consumer desires change more gradually than the trends themselves, making building lasting strategies around them possible.

"For example, the 'self-care and chill' brand type, where beauty is about personal enjoyment rather than external appearance, has been influencing product launches for years," she explains.

"Those who copy trends do not set them."

"Right now, we are seeing body butters and fragrance mists thrive within this space, but the larger trend is about creating indulgent, sensorial experiences. This underlying desire for self-care won't disappear, even if the specific product formats evolve."

Understanding core consumer desires allows brands to innovate instead of simply imitating successful products. Rather than just replicating a best-selling product, Carlsson advises brands to study what consumers love about it and find new ways to deliver on that appeal.

Many new brands enter the market, claiming to offer something entirely unique; however, without proper research, they often overlook existing competition.

Carlsson emphasises that to stand out truly, brands must first understand what is already out there, what works, what consumers are responding to, and how their product fits into the overall market landscape.

"If you don't want to do what others are doing, you must know what's being done," she explains.

Too often, founders assume their idea is groundbreaking, only to discover that similar products already exist because they haven't conducted adequate research.





The future of beauty trends

As digital transformation and shifting consumer expectations continue to shape the market, Carlsson sees a growing demand for brands that balance aesthetics, functionality, and inclusivity while delivering something unique.

"Brands that understand the long-term patterns of consumer behaviour will be the ones shaping the future," she says.

For those looking to navigate the ever-changing landscape of beauty trends, one thing is clear: success goes beyond following the trends; it's about understanding their significance.

"Brands that understand the long-term patterns of consumer behaviour will be the ones shaping the future."



Jennifer Carlsson, founder and beauty brand expert at Mintoiro, specialises in competitive market research and brand strategy consulting, drawing on her encyclopedic knowledge of beauty brands and astute discerning eye for aesthetics.

Want to create a trend-setting brand?

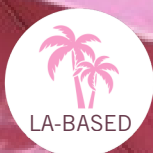
Connect with us at
thebeautyinsider@linguabeauty.com



rom&nd



MOIRA





THE POWER IN S DEVELOPME

ER

OF AI

The Beauty Insider spoke to Frederick Besson, Founder and CEO of Perfumist and Jean-Baptiste Coffin, a fragrance chemistry PhD researcher working with Perfumist, to learn more about how AI is transforming the fragrance industry, giving brands deeper insights into consumer preferences and market trends.

CENT

NT

Perfumery has always been a delicate balance of artistry, intuition, and experience. For centuries, fragrance creation has relied on the expertise of expert perfumers, who draw on tradition and craftsmanship to develop iconic scents. However, as consumer preferences change and the market becomes increasingly competitive, artificial intelligence (AI) and data-driven insights are reshaping the way brands approach fragrance development.

"With the growing ability to process vast and diverse data streams, extracting valuable insights for smarter decision-making has become a reality," says Frederick Besson, Founder and Chief Executive Officer of Perfumist. "In the world of perfumery, data analysis is now widespread and its true potential lies in ensuring that the data is authentic, unbiased, and properly qualified. Reliable insights and AI applications can only emerge from trustworthy data sources."

The shift towards data-driven perfumery is helping to reduce uncertainty in an industry known for its high failure rates. By analysing global fragrance preferences, tracking emerging ingredient trends, and identifying untapped market opportunities, brands can make better-informed decisions and create scents that resonate with consumers.

“RELIABLE INSIGHTS AND AI APPLICATIONS CAN ONLY EMERGE FROM TRUSTWORTHY DATA SOURCES.”



WHY AI IS A GAME-CHANGER IN FRAGRANCE DEVELOPMENT

Fragrance is one of the most subjective and emotionally driven categories in beauty. Unlike colour or sound, which can be precisely measured, scent is profoundly personal and influenced by culture, history, and psychology. This makes predicting trends in perfumery far more complex than in other industries.

“While AI holds promise for predicting emerging olfactory trends, it faces significant challenges,” Besson explains. “One major constraint is the limited availability of structured data; unlike in other industries, information on fragrances and consumer scent preferences remains largely confidential, fragmented, and inconsistent.”

Despite these challenges, AI is advancing by analysing purchasing behaviour, online searches, and social media discussions. By cross-referencing this with fragrance attributes like composition, olfactory descriptors, and identity markers, AI can assist manufacturers in identifying underexploited market segments and anticipating new consumer demands.



FROM TREND PREDICTION TO FRAGRANCE FORMULATION

AI is increasingly influencing fragrance design. It is moving beyond consumer behaviour analysis to influencing the formulation and development of scents. Advances in reinforcement learning and molecular modelling allow AI systems to predict how odour molecules interact with olfactory receptors, creating new possibilities for fragrance formulation.

“AI is rapidly advancing beyond basic recommendations, entering the domain of formulation,” Besson notes. “The innovation will be a generative system that can propose formulations suggestions based on specific constraints (olfactory, cost, durability, etc.).”

Perfumers will always lead the creative process, while AI offers tools to improve raw material selection, enhance formulations, and predict how a scent evolves. These innovations can streamline fragrance development, reducing both time and costs.

THE ROLE OF AI IN NICHE AND PERSONALISED FRAGRANCES

As the demand for niche and personalised fragrances grows, smaller brands face increasing pressure to compete with legacy fragrance houses. Unlike established brands that can afford broad marketing campaigns, independent fragrance brands need highly strategic, data-driven approaches to succeed.

“Fragrance is an intricate fusion of art, science, and business,” explains Jean-Baptiste Coffin, who is a doctoral candidate at Université Côte d’Azur in advancing scientific knowledge in fragrance analysis through computational chemistry and AI. “The definition of ‘niche’ is often debated, but it is generally associated with viewing and presenting fragrance as an artistic artefact.”

While niche brands often emphasise perfumers as artists, AI can still be valuable in refining their market strategy. By utilising data analytics, these brands can better understand consumer preferences, monitor competitor movements, and identify white spaces in the market.

“The rise of AI in mainstream fragrance creation may, paradoxically, reinforce the distinctiveness of niche brands, as their storytelling often revolves around the perfumer as an artist,” says Coffin. “AI-driven fragrance creation would likely clash with this narrative, making it unlikely that niche brands would fully embrace it.”

However, Coffin predicts that AI-native fragrance players will emerge, positioning technology as part of their brand identity similar to how science-driven skincare brands have gained traction.

REDUCING RISK IN A HIGH-STAKES MARKET

Fragrance development is expensive and unpredictable, often requiring millions of euros for each launch. Traditionally, brands have accepted high failure rates as part of the business, but AI is now providing a means to reduce these risks.

BRANDS THAT BLEND ARTISTIC VISION WITH DATA-DRIVEN INSIGHTS ARE LIKELY TO LEAD THE FUTURE OF FRAGRANCE.

“The primary reason to integrate AI is the significant reduction in uncertainty in a highly volatile and subjective market,” Coffin says.

“The perfume industry has long accepted high failure rates as inevitable; however, the potential of AI and, first and foremost, data and data analysis is to reduce the failure rate of new launches.”

With fragrance creation being such a costly venture, AI-driven insights provide a competitive advantage by allowing brands to refine their product development process, anticipate consumer reactions, and make data-backed decisions.

“Given the substantial financial investments required for fragrance development and launch, with costs often reaching millions of euros, this risk mitigation offers a notable competitive edge and enhances the return on investment,” Coffin adds.

TRANSFORMING THE ART AND SCIENCE OF SCENT

As AI technology advances, its role in the perfume industry will only expand. From predicting fragrance trends to refining formulations and marketing strategies, AI is becoming an essential tool for brands looking to stay ahead of the competition.

However, AI’s success depends on the quality of the data it relies on. According to Besson, reliable insights and AI applications can only emerge from trustworthy data sources.

“Ensuring that data is accurate, unbiased, and properly classified will be critical for brands that want to leverage AI effectively.”

AI will never replace the creativity of master perfumers, but it is becoming an essential tool in the industry. Brands that blend artistic vision with data-driven insights are likely to lead the future of fragrance.



Frederick Besson is the Founder and CEO of Perfumist, an app offering collaborative perfume advice, based on extensive experience in tracking global fragrance preferences in over 200 countries.

Exploring AI for your business?

Email us to learn how to make the most out of AI at thebeautyinsider@linguabeauty.com





Huxley



Why Beauty's Inclusivity Problem Runs *deeper* Than Representation

By Inga Stevens

Going *beyond* Looks

Beauty campaigns have come a long way from airbrushed perfection, embracing more diversity than ever. But is the industry genuinely progressing? Model and body positivity activist Tess Holliday urges brands to go beyond mere token representation and strive for meaningful, lasting change in the beauty sector.

The landscape of beauty advertising has shifted dramatically, moving away from idealised standards to embrace a broader and more diverse representation. However, much of this representation still feels curated, favouring marketable versions of 'real' beauty.

Tess Holliday, model, diversity and inclusivity consultant, and founder of #EffYourBeautyStandards, has built her career advocating for meaningful change in the beauty industry.

Holliday challenges beauty brands to go beyond superficial diversity and consider whether hyper-personalisation fosters true inclusivity or merely creates new forms of exclusivity.

The limits of visibility

The beauty industry has mastered the art of showcasing diversity in its campaigns, but Holliday cautions that visibility alone doesn't equate to real inclusivity. "Representation without real inclusion is just marketing," she says.

"Are plus-size models styled with the same care as their straight-size counterparts? Are darker-skinned models being properly lit, or do they look like an afterthought? Who's behind the camera? Who's leading the brand?"

True inclusivity goes beyond who appears in an advertisement; it encompasses who shapes the entire narrative.

"Inclusion means hiring diverse teams at every level—creative directors, product developers, decision-makers. This ensures that diversity is beyond the visual element and is a core value built into the brand's DNA," Tess explains.

From representation to real change

Holliday emphasises that the next phase of inclusivity must focus on accessibility and equity. The question goes beyond who is featured in beauty campaigns to whom the industry is truly serving. "Are beauty products really made for everyone?" she asks.

"Are store employees trained to serve all customers with respect—whether they are fat, disabled, trans, or non-white? Inclusivity means addressing the industry's deep-rooted biases."

Top Tips For Inclusive Beauty Campaigns

- Go beyond superficial diversity
- Hire diverse teams at every level
- Focus on accessibility and equity
- Give the consumer authenticity
- Work to change the culture

Despite the growing demand for diversity, certain groups remain largely excluded. Plus-size individuals are still overlooked in beauty marketing, and darker-skinned consumers still struggle to get noticed in beauty stores.

"To move forward, we need to change the entire beauty experience—from formulation to advertising to retail—and ensure that inclusivity is built into every touchpoint," she adds.

“Representation without *real inclusion* is just marketing.”

Algorithms and the risk of digital exclusion

Personalisation is becoming the industry's next frontier as beauty becomes more tech-driven. But Holliday believes that inclusivity could be lost in the algorithm.

“Technology reflects the biases of the people who create it,” she explains. “If a brand isn’t prioritising diversity in its tech teams, inclusivity will be an afterthought; or worse, be completely lost.”

AI-powered shade-matching solutions need to work for all skin tones, not just light and medium. Virtual try-on features must be designed for plus-size faces and non-Eurocentric features, and search algorithms should not default to Eurocentric beauty standards.

“Brands investing in technology need to ask: Who is building this? Who is testing it? Who is making sure it actually works for all people?” Holliday says. “Otherwise, inclusivity will remain performative.”

Luxury beauty and the end of exclusivity

Historically, high-end beauty has thrived on exclusivity. But in an era where inclusivity is becoming an expectation, does prestige beauty need to evolve?

“Absolutely,” Holliday says. “The old idea that ‘luxury’ means shutting certain people out is outdated. Today’s consumer wants authenticity rather than elitism.”

Luxury should be defined by craftsmanship, innovation, and the ability to make people feel valued—not by exclusivity or exclusion. Holliday believes brands clinging to outdated ideals of exclusivity will lose relevance.

“Prestige beauty needs to show that inclusivity and luxury can coexist,” she says. “Beautiful things should be for all of us, not just a select few.”

Drive cultural change with brands

If the beauty industry is to evolve, brands must do more than market inclusivity as a trend; they must actively work to change the culture.

“If a beauty brand genuinely believes in inclusivity, it must put its money and power where its mouth is,” Holliday says.

“That means hiring diverse leadership, standing up for marginalised communities before issues become a PR crisis, and investing in initiatives that break down barriers within the industry.”

Beauty brands wield significant cultural influence. They shape how people see themselves and define standards of desirability.

Holliday believes they are responsible for using that power wisely - to help redefine beauty standards, fight colourism, push for size diversity, and make space for people who have historically been left out.

In the end, true beauty goes beyond representation; it requires real inclusivity. If brands are unwilling to make the effort, consumers will seek out those who are.

Tess Holliday is a trailblazer redefining beauty standards in fashion. As the first size-22 model signed to a major agency, she's graced Cosmopolitan UK, landed on Time's Most Influential list, and championed inclusivity through her #EffYourBeautyStandards movement. Beyond modeling, she's an author and advocate, pushing for self-acceptance and digital inclusivity.

Ready to make inclusivity your brand's reality?

Transform your brand with inclusivity. Contact us at thebeautyinsider@linguabeauty.com





"Beautiful things
should be for *all of us*,
not just a select few."



BEAUTY TRADE FAIRS TO ATTEND 2025–2026

**INSIDER PICKS, POWER MOVES, AND
AN EXCITING NEW COSMOPROF.**

Gone are the days of generic stands and business card blitzes. Today's leading beauty expos have transformed into immersive and high-stakes environments where brands forge global partnerships, cultivate dedicated followings, and unveil the future of beauty.

From the meticulously curated halls of Stockholm to the expansive arena of Dubai, the right trade fair can propel your next chapter if you know how to navigate the scene.

For those scouting distributors, considering expansion, or testing market fit, here are the must-attend shows for 2025-2026 and tips on how to make the most of these opportunities.

By Anna Grinsvall



I Love Me Trade Fair

Helsinki Expo Centre, Finland
17–19 October 2025

Finland's largest beauty, fashion, and wellness event is not just a showcase; it serves as a dynamic proving ground driven by consumer engagement. Although it primarily focuses on consumers, the event provides unparalleled visibility for brands looking to explore their potential in the Nordic market.

Insider Tip: Consider this opportunity as an affordable pop-up shop where tens of thousands of beauty enthusiasts come together over the course of a weekend. If your aim is to assess product-market fit, capture media attention, or demonstrate traction to potential Nordic retailers, this event is the perfect platform to validate your brand and offerings.



Daisy Beauty Expo

Stockholm, Sweden
January 2026

Daisy Beauty Expo is an exclusive invite-only event that significantly impacts the beauty industry. It serves as a vital meeting point for brands and the most influential editors, creators, and insiders in the Nordic beauty scene. While it has a boutique feel, it is one of the most important beauty events in the region.

Insider Tip: Get on the radar early. Participating in advance can improve your chances for award nominations, thereby enhancing your visibility. With buyers from Lyko, Åhléns, H&M, and more in attendance, this is the ideal place to be seen.



MakeUp in Paris

Carrousel du Louvre, Paris, France
25–26 June 2025

It may not be the biggest show in town, but it's arguably one of the most influential. MakeUp in Paris is where product developers, indie founders, and legacy beauty giants like L'Oréal and LVMH gather to shape what's next in colour cosmetics and skincare hybrids. The show leans heavily into innovation, with a strong focus on packaging, textures, and turnkey formulation partners.

Insider Tip: This is where the beauty elite come to think small; as in microtrends, niche formulas, and the subtle shifts that ripple out across global product pipelines. Bring your R&D lead or creative director and be ready to have the kind of conversations that spark your next hero SKU.



ECRM European Beauty Week (Skin, Bath, Hair & Sun Care)

Prague, Czech Republic
1–4 February 2026

Forget traditional expos. ECRM transforms the approach by facilitating one-on-one, pre-scheduled meetings between vetted buyers and beauty brands. This hyper-curated and highly efficient format is ideal for businesses seeking to connect directly with European retail.

Insider Tip: Familiarise yourself with your meeting partners before you arrive. Prepare tailored pitches, relevant data, and concise messages to make the most of the limited time – less than 10 minutes – to leave a lasting impression.



Cosmoprof Connect Dubai

Dubai, UAE
14–16 April 2026



Beautyworld Middle East

Dubai World Trade Centre,
UAE
27–29 October 2025

Cosmoprof Connect Dubai is the latest addition to the Cosmoprof network and marks its exciting debut in the Middle East. This exclusive B2B event is designed for high-level networking, connecting international beauty brands with influential buyers from the MENA region. Its curated, invitation-only format sets the stage for meaningful business growth in a fast-developing market.

Insider Tip: Don't underestimate the power of firsts. Being part of this inaugural edition means early visibility and a stronger competitive edge. Come prepared for serious networking and long-term partnerships.

The region's leading beauty and wellness trade event, Beautyworld Middle East is the go-to destination for brands aiming to scale in the GCC. With over 65,000 attendees from across MENA and beyond, this show is heavy on distribution opportunities, especially in fragrance, skincare, and salon care.

Insider Tip: Don't miss the Next in Beauty programme. It's built for innovation-forward brands and includes investor matchmaking, trend forecasting, and high-impact pitch sessions that put you face-to-face with the region's most influential buyers.



Cosmoprof Worldwide Bologna

Bologna, Italy
20–23 March 2026

Cosmoprof Bologna is the most iconic beauty trade fair in the world, and it is both massive and highly influential. With over 250,000 attendees, it serves as a hub for global trends and the signing of major distribution deals.

Insider Tip: Make sure to book your accommodation early. Staying close to the fairgrounds is convenient and it also allows for networking opportunities after hours, which is often where significant deals are made.

- ✓ **Do your research**
- ✓ **Refine your pitch**
- ✓ **Enhance your visuals**
- ✓ **Know your objectives**

Trade fairs are more than just dates on a calendar. What you gain from them depends entirely on how much time you spend preparing.

The biggest mistake you can make is thinking that simply showing up is enough. Success comes from having clear messaging, thoughtful planning, and a solid understanding of your purpose for attending.

The brands that make the biggest impact are those that treat every event as a serious opportunity.

Arrive prepared and you will be the one in the spotlight.

Considering which tradeshow is right for your brand?

Contact us and we can help you invest your resources wisely at thebeautyinsider@linguabeauty.com



100% VEGAN • CRUELTY-FREE

MJUUK GLOWING CONFIDENCE



mjuuk

@MJUUK_BEAUTY
MJUUK.COM



The Private Label Power Move

By Inga Stevens

Private-label products used to be overshadowed by A-brands, but that is no longer the case. Sandra Lorenz, Head of Private Label at Rossmann, explains how the German retail giant is transforming its private brands into desirable "love brands" with premium quality while keeping them accessible to consumers.

Once seen as budget-friendly alternatives to well-known brands, private labels have experienced a significant transformation. This change is especially notable in the beauty industry.

For Rossmann, one of Europe's leading drugstore chains, this evolution has been intentional and based on data. Today, the company's own brands are going beyond merely filling market gaps; they are building customer loyalty, setting trends, and competing directly with established global brands.

"Every third product sold is a Rossmann brand, demonstrating how much our customers appreciate our products and brands," says Sandra Lorenz, who has led the company's private label strategy for over two decades.

"A major market research institute recently confirmed that our own brands have 'long achieved brand status', and I can only agree."

“Every third product sold is a Rossmann brand.”

Rossmann's move towards its own-brand prestige products is intentional. It stems from an agile research and development model, strategic partnerships, and a deep understanding of consumer behaviour.

Rossmann's innovation pipeline remains consistently active with over 100 product managers, along with trend scout and design expert Stephan Markus.

"Stephan searches internationally for new trends and innovations for our Rossmann brands, whether ingredients, formulations, fragrances, designs, or other important developments," Lorenz explains.

"He advises our product managers on the conception of new products, ensuring that we are always at the cutting edge."

Innovation On Every Shelf

Innovation doesn't happen in a vacuum. Rossmann has cultivated close collaborations with suppliers and fragrance houses who bring their latest technologies to the table.

"Together, we continuously research and develop to integrate new trends and innovative ingredients into our products," says Lorenz.

These partners regularly present their most recent findings and technologies, enabling Rossmann to create unique, high-quality product formulations.

Decision-making is quick, collaborative, and informed by extensive market knowledge.

According to Lorenz, during regular innovation meetings, their partners present their latest developments while Rossmann simultaneously defines their product ideas and requirements.

"This collaborative approach allows us to consistently utilise the latest and best ingredients and the most innovative skincare technologies."



Premium Quality, Democratic Pricing

Delivering premium performance is only part of the equation; the other part is price. "We aim to offer the best possible quality in our products," Lorenz asserts.

"This is ensured by our dedicated internal quality team, which continuously reviews our processes and products. Additionally, independent quality institutes regularly confirm the high quality of our products through excellent test results."

To maintain affordability, Rossmann's brand products are available exclusively in Rossmann stores and through the online shop, which helps save on additional distribution costs.

Another factor that contributes to these attractive prices is an efficient production and supply chain.

"By working closely with our suppliers and optimising purchasing processes, we can keep costs low," Lorenz adds.

Storytelling That Resonates

Today's consumers seek more than efficacy and affordability; they desire emotional connection.

Rossmann's in-house brand ISANA exemplifies this trend. Its messaging, packaging, and campaigns are designed to resonate deeply with contemporary audiences.

"We aired our first TV commercial for our popular Rossmann brand and love brand ISANA," says Lorenz. "The slogan 'ISANA can be expensive but doesn't want to' highlights that while our products can compete on a premium level, they are still offered at attractive prices."

Authenticity is the core message, particularly for younger consumers wary of perfectionism and inauthentic marketing.

"The recent ISANA campaign addressed the question 'What is truly real?'" says Lorenz. "It's about feeling comfortable in your own skin— 'As real as you'. This campaign underscores the importance of authenticity and creates a deeper connection with our customers."

"Our brands have become true love brands."



Packaging As A Touchpoint for Brand Love

Packaging is also treated as part of the brand experience. "We place special emphasis on selecting high-quality packaging materials, appealing colour schemes, stylish graphics, and modern design styles," Lorenz explains.

"We also pay attention to sensory aspects like finishing and texture to create a unique shopping experience."

In a category where shelf appeal is crucial, every detail matters. The textures, fonts, and materials used all contribute to creating a product that feels as premium as it performs.

Rossmann recognises that modern beauty consumers are looking for brands that align with their values.

"When developing our products and packaging, we make sure to use environmentally friendly materials and promote sustainable production processes," Lorenz says. "This way, we support our customers in making conscious decisions and contributing positively to the environment."

The Private Label Playbook For Modern Beauty

What makes Rossmann's brand architecture so compelling? It could be their blend of commercial agility and emotional storytelling, or perhaps their commitment to investing in every aspect of the customer experience.

Whatever the reason, Rossmann has mastered a strategy that many retailers are still trying to figure out: transforming private label products into something that consumers actively seek out.



Sandra Lorenz is a member of the management board at Rossmann. She has led the company's private label strategy since 2006, playing a key role in transforming Rossmann's own brands into market-leading consumer favourites.

Are you looking to find customers for your private label services?

Email us to reach the right people at thebeautyinsider@linguabeauty.com





ISANA hat die passende Pflege für dich und deinen Hauttyp

At Alota, we **partner with beauty founders** and in-house teams ready to elevate their **ecommerce growth** through strategic paid ads and AI-driven optimization.

Our team has managed over **€100M in paid spend** across Meta, TikTok, Google, and Pinterest—delivering measurable, margin-positive results for high-performing beauty brands throughout Europe.

Curious what's actually limiting your growth potential?

—
Let us show you.

Simply share your brand details at migle@alota.wtf and our team will provide a complimentary growth audit (valued at €1,500) specifically for your brand.

THE GOOD GROWTH COMPANY

F*ck Marketing Agencies

THE ART OF TRADE SHOW MASTERY

Preparation is essential in the world of trade shows, where first impressions can define success. **Izabela Szmyła, Founder and Creative Director of Likya Atelier**, reveals how brands can master the art of booth design and logistics to captivate audiences and make a lasting impact.



BY INGA STEVENS

At trade shows, visibility is currency, and every brand competes to make the strongest impression. For companies wishing to stand out among exhibitors, preparation is crucial.

Experts recommend beginning the planning process 12 months in advance to secure prime booth locations, align logistics, and ensure that the booth attracts visitors while meeting the company's strategic goals.

"Companies often underestimate the time needed for a successful trade show," says Szmyla, an expert in trade show booth design and project management.

"Starting at least 12 months ahead is vital to avoid last-minute scrambles."

Highlighting the key milestones to follow, Szmyla explains that 12 months out, the focus should be on securing the space and set goals.

"STARTING AT
LEAST 12
MONTHS AHEAD
IS VITAL
TO AVOID
LAST-MINUTE
SCRAMBLES."



At nine to six months out, booth design should be finalised, and vendors selected.

Meanwhile, at six to three months out, materials should be ordered, and logistics and shipping should be prepared.

One to two months out, companies should be testing booth setup, finalising promotional materials, and conducting staff training.

Finally, with only a few weeks remaining, everything should be confirmed, and the event schedules finalised.

According to Szmyla, this structured approach ensures that companies present with an eye-catching booth and deliver a seamless, engaging experience that strengthens their brand presence.

"A BOOTH IS A PHYSICAL MANIFESTATION OF YOUR BRAND'S IDENTITY AND GOALS."

DESIGNING FOR IMPACT

A well-designed booth is both an aesthetic statement and a strategic asset. "A booth is a physical manifestation of your brand's identity and goals," Szmyla explains.

"The design must align with that identity, but it must also function effectively. Think about spaces for product demonstrations, client meetings, and storage. Your booth must work as well as it looks appealing, with a layout that is easy to navigate."

Today's trade show booths go beyond traditional displays, incorporating interactive elements to engage visitors and enhance the overall attendee experience.

"We are seeing more booths using technology - whether virtual reality, digital displays, or interactive touchscreens. Visitors do not just want to see your products, they want to experience them," she notes.

Another growing trend is sustainability. With increasing environmental awareness, brands are opting for eco-friendly materials and modular booth designs that can be reused.

"Using sustainable materials reflects well on your brand and aligns with a broader industry shift towards greener practices," Szmyla adds.



FROM BLUEPRINT TO THE SHOW FLOOR

While a stunning booth design draws visitors in, seamless logistics ensure a stress-free experience for exhibitors.

“Booth layout directly impacts visitor flow,” Izabela advises. “Avoid barriers that make it difficult for people to enter. Zoning your booth into specific areas - such as for demonstrations, meetings, or relaxation - also helps guide visitors through your space.”

Practical considerations, such as material durability and transportation logistics, are often overlooked.

“It is important to choose materials that will hold up through multiple uses and shipments,” she cautions. “You can also opt for lightweight materials to reduce shipping costs.”

"PLAN AHEAD AND LEAVE ROOM FOR THE UNEXPECTED."

To manage the complexities of a booth build, Szymła recommends using project management tools like Trello, Microsoft Project or Asana.

“Gantt charts are a great visual tool to keep everything on track, from material orders to setup scheduling. Regular check-ins with your team and vendors help you catch issues before they escalate.”



Planning your next trade show ?

Email us to get connected with the right professionals at thebeautyinsider@linguabeauty.com

AVOID TRADE-SHOW TRAPS

Every trade show comes with challenges, and Szymła highlights the most common mistakes brands make. “One of the most frequent mistakes companies make is overcomplicating the booth design. Keep it simple, and make sure your booth communicates your brand’s core message.”

According to Szymła, logistical errors are another common pitfall. “Logistics matter just as much - if your booth cannot be transported or set up smoothly, it will not deliver results.”

“Last-minute changes and underestimating budgets are also common pitfalls, so plan ahead and leave room for the unexpected,” she advises.

Ultimately, a successful trade show booth is a balance of creativity and practicality. From planning timelines to booth layouts, every detail counts.

Szymła’s advice to newcomers would be this: planning well in advance is the only way to ensure every detail is managed properly.

“Set clear goals from the beginning so your booth is designed with a purpose, not just aesthetics,” she adds.

“Emphasise engagement by creating meaningful interactions that leave a lasting impression. And most importantly, leverage expertise - working with experienced designers and logistics professionals helps you avoid costly mistakes and ensures a seamless execution.”



Izabela Szymła is the Founder and Creative Director of Likya Atelier, a Munich-based design studio focusing on interior architecture and brand experiences. She has extensive experience in global trade show design and has led projects for beauty brands like Beauty-Lab GmbH as Creative Lead for Events & Visual Merchandising.

NOBE

NORDIC
BEAUTY



It's in your nature. NOBE.

Introducing the Nordic natural skincare line, NOBE, which brings the unique ingredients of the northern wilderness into urban lifestyles and skincare.



meet the new type of skincare

advanced beegan formulation

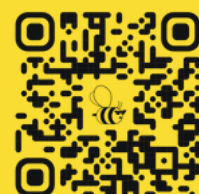
bee byproducts + fresh botanicals + safe biotechnology



***beegan**

/bi:g(ə)n/ noun

"A commitment meant to safeguard the bee population by supporting ethical beekeeping and wild bee conservation."



scan me
to learn more

Insights. Trends. Industry Voices.

Get every edition of
The Beauty Insider
delivered to your inbox.



Subscribe now at
thebeautyinsider.eu

 @thebeautyinsidermagazine

 **in** **Lingua Beauty**



Want to be featured or advertise?

Contact us at thebeautyinsider@linguabeauty.com



Published by Lingua Beauty
www.linguabeauty.com