



Where  
**Passion**  
meets  
Expertise

**7/8 July 2021**  
Shanghai Exhibition Center

**From Chinese tradition to high tech beauty,  
MakeUp in Shanghai, the tailor-made BtoB  
event pairs global offer with local demand.**

## **New Exhibitors, New Inspirations – Where Passion Meets Expertise**

### **Part 4**

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A vanguard panel of suppliers from Europe and Asia combining Simplicity and Emotion, Natural and Sensory, High definition and Seduction, are taking part to the 4th MakeUp in Shanghai BtoB event. From Chinese tradition to High Tech Beauty, MakeUp in Shanghai, the tailor-made B to B event, pairs GLOBAL offer with LOCAL demand. Let's find out from them why they are exhibiting at MakeUp in Shanghai 2021, their views on the upcoming Beauty market in Asia, in particular China, and most importantly what kind of cosmetics inspirations they can bring to us!

### **Starway**

#### **1. How do you see Asia, especially China beauty market in the coming year?**

Young people are growing demand for cosmetics, and the Chinese market will be the fastest one in the coming year.

In 2020, despite the impact of the epidemic, the store closure rate of the beauty service industry did not increase, which reflect the strong resilience and internal growth strength of the beauty industry. It can be predicted that China's beauty market will grow steadily in the next year.

#### **2. What are you looking forward to your participation at MakeUp in Shanghai 2021? What are your objectives?**

We're looking forward to have chance to show our product quality and design , being acquainted with more potential customers and brands.

Collect industry information and analyze market changes, high effectively understand the



trend of the industry, The so-called " If you know your enemies and know yourself, you will not be imperiled in a hundred battles " . Publicize corporate image and enhance corporate visibility.

### **3. What are the new range of products / solutions or innovations that brands can look forward to see from your company at MakeUp in Shanghai 2021?**

Packaging boxes which are wrapped with environmentally - friendly materials can better enhance the brand image. Also can see innovative and breakthrough packaging materials in this exhibition. In line with the high - end market positioning and good for the environment. Packaging is essential to product sales, especially in the luxury industry.



## **Daleme**

### **1. How do you see Asia, especially China beauty market in the coming year?**

In the coming year, the Asian beauty market, especially the Chinese beauty market, will be extremely large. In addition to meeting the needs of different consumers in terms of price and quality, the market also has big demands and expectations for new ideas and innovation.



### **2. What are you looking forward to your participation at MakeUp in Shanghai 2021? What are your objectives?**

By participating in MakeUp in Shanghai, we mainly hope can meet with brands, as well as have more opportunities to contact and communicate with customers. At the same time, we hope to learn more about industry dynamics and product trends. Our goal at the exhibition is to expand our sales business.

### **3. What are the new range of products / solutions or innovations that brands can look forward to see from your company at MakeUp in Shanghai 2021?**

New packing: small blister package.

It can be used for small size products, like mud mask.



## Everfavor

### 1. How do you see Asia, especially China beauty market in the coming year?

We are very optimistic about the prospect of China's beauty market. Not only domestic brands are still developing rapidly, foreign brands are also paying more and more attention to the Chinese market, there will certainly emerge more brands and products, in line with the domestic consumer market. After the early exploration and rapid growth, the major domestic brands will focus more on quality and innovation, to promote the continuous development of domestic makeup manufacturing.



### 2. What are you looking forward to your participation at MakeUp in Shanghai 2021? What are your objectives?

We look forward to meeting more brands and business partners dedicated to developing the domestic and foreign makeup market at Makup in Shanghai 2021, as well as demonstrating Everfavor's ever-improving quality and service.

### 3. What are the new range of products / solutions or innovations that brands can look forward to see from your company at MakeUp in Shanghai 2021?

Everfavor will bring many new products and formula to this exhibition. Not only provide new ideas in the design of packaging, Everfavor would also provide new formula and colors, which suit for the domestic market. For example, our new matte eye shadow, on the basis of great pigments, also greatly solves the issue of fallout. Liquid eye shadow with different effects of shimmer and matte, bringing a new makeup experience to the eyes.

创意8色<sup>+</sup>

专业玩盘



PROFESSIONAL  
COLOR WHEEL

EFE080

8色眼影

8 COLOR EYESHADOW PALETTE

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Join our Glo.cal & Exclusive shows in 2021



**MakeUp in Shanghai**  
2021, July 7 & 8  
Shanghai Exhibition Center



**MakeUp in Paris**  
2021, October 20 & 21  
Carrousel du Louvre



**MakeUp in New York**  
2021, September 22 & 23  
Javits Center



**MakeUp in Los Angeles**  
2021, December 9 & 10  
Los Angeles Convention Center



**Clean Beauty in London**  
2021, October 12 & 13  
The Brewery

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