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7-8 July 2021
Shanghai Exhibition Center

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MakeUp in Shanghai, the tailor-made BtoB
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MALE BEAUTY IN ASIA

A trend story by MakeUp in partner



Beauty is no longer a market intended for women only. In Asia, there is an intensification of male beauty on several levels. For one, men are increasingly employed to promote beauty products. They become brand ambassadors for products aimed at women and the results are quite surprising. Second, the consumption of beauty products by and for men is also

experiencing a strong growth with the emergence of specific offers or brands. As part of **MakeUp in Shanghai** conferences, **7 & 8 July**, let's explore this topic together!

MALE AMBASSADORS



Male ambassadors is a real thing in Asia and you can find countless number of collaborations between beauty brands and K-pop idols or drama celebrities (the latest to date is between Korean brand Cosrx and drama actor Kim Soo Hyun).

In China, there is an expression that could be translated by « Fresh Little Meat ». It is a term used to describe handsome young males and is most commonly used for celebrities, particularly rising stars. These celebrities have become very in-demand to endorse luxury skincare and make-up brands, becoming local ambassadors. In the last few years, a few collaborations went viral showing that men are as legitimate as women to promote skincare and makeup brands.

Chinese pop idol Fan Cheng Cheng was chosen as the face of Rihanna's Fenty Beauty range. The Nine Percent member and younger brother of actress Fan Bing Bing was named as the spokesperson for the cosmetics brand in China on September, 2019 and the, then, 19-year-old artist uploaded a picture of himself modeling the makeup range on his Weibo that went viral.

Xiao Zhan, also known as Sean Xiao, is a Chinese actor and singer. He is a member of the male idol group X NINE and he received recognition for his roles in the dramas Oh! My Emperor (2018) and The Untamed (2019). In July 2020, Olay announced a 24-hour sale of a celebrity gift box for the Qixi festival (aka Chinese Valentine's Day), which sold out in minutes.



Li Xian is a Chinese actor best known for his roles in the dramas Who Sleeps My Bro (2016), Medical Examiner Dr. Qin (2017), Tientsin Mystic (2018) and Go Go Squid! (2019). Estee Lauder's official Weibo post on its collaboration with Li Xian was shared more than 430,000 times with more than 30K comments.

As a result male beauty can, and will, only keep on growing and companies willing to benefit from this shift in consumption will have to adapt. They can create products that are directed to men specifically or develop a genderless offer that will appeal to both men and women.

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About WeOutWow



WeOutWow is a trend and prospective agency based in Paris and Tokyo. Our team help brands get inspired and find new ideas in products, design, retail and digital.

For that, we create inspirational booster books that are curated, concise, educational and fun. They read like glossy magazines but also contain actionable business advice. They are covering not only product launches but also events, retail design, digital initiatives, and customer experiences across different countries (Japan, UAE, Korea, US, Australia, and more).

We also offer product shopping in Europe and Asia, online prospective presentations, bespoke books and personalized consulting services.

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Javits Center



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



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

A blue banner for Virospack. On the left, the text reads "virospack The Dropper Company" in white, followed by "THE LEADING MANUFACTURER OF DROPPERS" and "COME AND SEE US BOOTH#G10". On the right, there is an image of several glass dropper bottles with silver caps, some with blue liquid. A circular award logo is in the top right corner, and the website "virospack.com" is in the bottom right corner.

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