

BOLOGNA, ITALY
FAIR DISTRICT

21 - 23 MARCH 2024

COSMOPACK

COSMO PERFUMERY &
COSMETICS

21 - 24 MARCH 2024

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

**COSMOPROF WORLDWIDE
BOLOGNA AND CAMERA
BUYER ITALIA TOGETHER TO
CELEBRATE THE
CONNECTION BETWEEN
BEAUTY AND FASHION**

September 19, 2023 – Beauty and fashion, the excellence of Made in Italy in the world, find a new form of common celebration thanks to the partnership between **Cosmoprof Worldwide Bologna** and **Camera Buyer Italia**. During **Milan Fashion Week 2023, from 19 to 25 September**, the best luxury multi-brand stores in Italy will be able to enjoy an exclusive beauty experience, and discover a preview of a selection of products exhibiting at the 2024 edition of Cosmoprof Worldwide Bologna.

A special mini tote, created in collaboration with the manufacturer **The Good Idea**, exhibitor of the Cosmopack show dedicated to the beauty supply chain, will be delivered to the buyers visiting Milan for the entire duration of the Fashion Week. Inside the tote, *Charmeleon Tint – Hyaluronic Acid Skin Tint* by **Fontana Contarini** and *That'so Face-Up Medium Nude* by **Quadra Group**, representing the quality, innovation and research of Cosmo Perfumery & Cosmetics, the Cosmoprof area where the most sought-after brands find space.

To complete the partnership, for the next edition of Cosmoprof Worldwide Bologna 2024, to be held from 21 to 24 March, Cosmoprof will invite a selection of buyers through an exclusive incoming project to guide them on a discovery of the trendiest products.

"The collaboration with Camera Buyer Italia is of great prestige, and it is the natural consequence of an increasingly closer relationship between fashion and cosmetics. For many fashion brands, beauty is a strategic opportunity to expand their market and reach new generations of customers, who are taking more and more care of their wellness and wellbeing", says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. "For 55 years Cosmoprof Worldwide Bologna has been the most recognized trade show in the world where to discover news and trends in the sector, thanks to the quality of our exhibition offer and the ability of our format to adapt to new business and networking tools. The partnership with Camera Buyer Italia allows us to enhance and promote the excellence of Made in Italy, both in our country and abroad, thanks to our network of international initiatives and the presence in Bologna of the most influential players in key global markets".


"It is a pleasure for us to confirm the partnership with Cosmoprof. We have been working together for several years with activities supporting the incoming of our buyers as well as through special projects in the CBI stores and online channels. The world of beauty at 360° and the niche perfumery sector are fundamental today for wholesale players all over the world, not to mention the specific events and formats that always become moments of creative experience of the highest level and of involvement for customers. Fashion and Beauty have always been allies and today more than ever the combination is essential!", says **Giacomo Santucci, President of Camera Buyer Italia**.




Cosmoprof Worldwide Bologna is the reference event for companies and operators in the global cosmetics industry. **The 2024 edition will take place from 21 to 24 March**: all the shows will be open simultaneously from Thursday 21 March, to face new market needs and follow the business methods and activity flows of national and international operators. Cosmopack, dedicated to the supply chain, and Cosmo Perfumery & Cosmetics, hosting companies and retail operators for the Perfumery and Cosmetics sector, will be open for three days until Saturday 23 March, while the professional salon Cosmo Hair, Nail & Beauty Salon will last four days and will close on Sunday 24 March. The initiatives and projects of Cosmoprof Worldwide Bologna 2024 will be adapted to the

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In partnership with
 COSMETICA ITALIA
the personal care association

With the support of
  

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ITALIAN TRADE AGENCY

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new opening dates, with a rich calendar of events dedicated to exhibitors and visitors, until Sunday evening.

Camera Buyer Italia is the Italian trade association created with the aim of bringing together, protecting and representing the best luxury multi-brand stores in Italy. With the registered trademark **The Best Shops**®, it certifies an elevated and unique luxury shopping experience. Furthermore, it is the necessary tool for numerous activities and events to increase the reputation, prestige and image of its members. Camera Buyer Italia, with more than twenty years of history, is the privileged point of reference for all the Italian luxury multi-brands and for all the initiatives aimed at enhancing and promoting Italian fashion and luxury both in Italy and abroad.

For further updates, www.cosmoprof.com

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