

JUL 24, 2016 @ 02:48 PM 139 VIEWS

The Little Black Book of Billionaire Secrets

Oliviero Toscani is Behind the Ad Campaign of the 2017 Cosmoprof Trade Fair

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Despite dark times for equality and peace, next year will be inspired by 'Beauty without borders' the watchword of this year's Cosmoprof, perhaps in part to relaunch a message of hope and optimism. Internationally renowned photographer, Oliviero Toscani, who everyone remembers for his various projects, including those for Benetton, will be behind the advertising campaign for Cosmoprof Worldwide Bologna 2017, the leading international event for the cosmetics industry, scheduled for 16-17 March 2017. The 2017 edition celebrates the event's 50th anniversary, since 1967 it has given a voice to an industry recognized around the world as a specialty of *Made in Italy*, for the high qualitative standards achieved.

The ad campaign for Cosmoprof 50 will therefore be centered around women's faces which, in order to represent cosmetics, will show abstract "markings" of color (on the mouth, eyes, or hair) on the faces of women from different ethnicities, expressing a concept of beauty that has no borders, representative of the manifold and multi-ethnic Cosmoprof reality.

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Oliviero Toscani, an eclectic character who has made history in photography and communications for the past 30 years, with his artistic ability, underlines the role of Cosmoprof Worldwide as an international point of reference for the entire world of beauty, in part thanks to the presence of Bologna Fiere's format in Las Vegas, with Cosmoprof North America, and in Hong Kong with Cosmoprof Asia. The new advertising campaign will promote the events of the Cosmoprof network (Bologna, Las Vegas, Hong Kong) on the main national and international magazines.



The 2016 Cosmoprof Worldwide edition recorded record numbers, with more than 200,000 visitors. Confirming the event's position of international leadership was the participation of 2,510 companies, of which 73% were foreign, and 25 country pavilions. With the Las Vegas and Hong Kong events, the format involves a total of 6,400 exhibitors and more than 350,000 visitors from more than 150 countries. Italy's cosmetics sector is registering a constant growth both in terms of the domestic market and exports despite the current climate of political and financial instability.

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