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# EVINE and Amazon Beauty Seek Collaborations at Cosmoprof North America

By FAYE BROOKMAN

Cosmoprof North America is proposing new ways for brands to get instant attention, and ultimately distribution, at its annual convention slated for July in Las Vegas.

EVINE Live and Amazon Beauty will seek business collaborations on the exhibit floor. Also, this year's Beauty Pitch event, where entrepreneurs present their products to a live audience, will feature distribution opportunities by Amazon Launchpad and the Beauty Systems Group.

EVINE Live will host a booth on the show floor where they will hold on-site auditions as part of the TV Shopping Program at CPNA (alongside two other major shopping channels) to provide exhibitors with the chance to be featured on EVINE Live. A few exhibitors will also be selected for an on-air segment called Discovered at Cosmoprof.

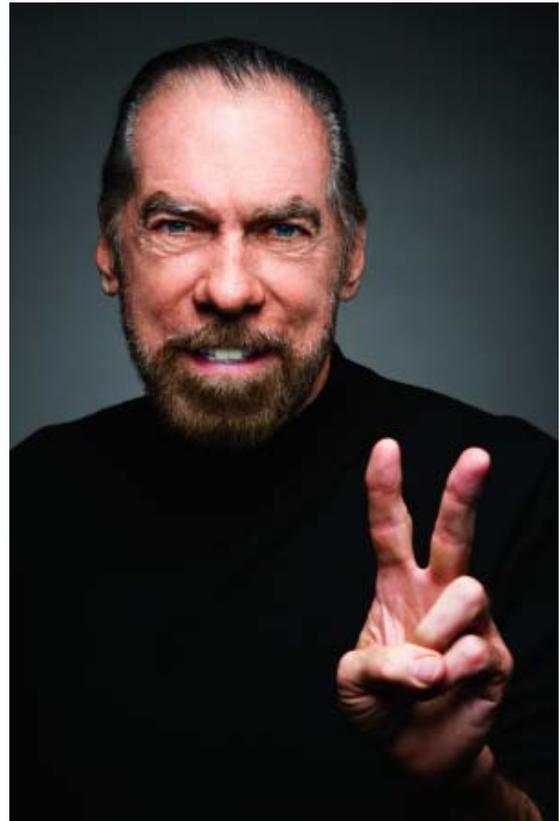
"The collaboration not only expands EVINE Live's visibility to more potential vendors who are present at our event but also builds CPNA's visibility to consumers as the on-air segment will reach the homes of consumers who are unfamiliar with how some of their favorite brands are discovered. For exhibitors, this collaboration grants them new business opportunities through a unique distribution model," said Daniela Ciocan, director of marketing for Cosmoprof North America.

CPNA is a place "for us to discover the latest beauty brands and innovative products that our customers come to us for," added Teresa Harris, vice president of Beauty at EVINE Live. "We have successfully launched several brands from CPNA already, proving our customers love what's coming from the show. The time felt right for us to expand our reach at CPNA in search of even more niche brands to bring to EVINE Live."

In its second year, the Beauty Pitch will kick off the Professional Beauty Association's Beauty Week and CPNA's exhibition July 23. The deadline for entries is May 10.

Beauty Pitch judges this year are John Paul DeJoria, cofounder and chairman of the board at John Paul Mitchell Systems; Emily Dougherty, beauty director for Elle Magazine; Kevin Harrington, ceo of Kevin Harrington Enterprises; Deanne Kaczerski, executive editor, director of InStyle Digital Innovation, and Mark Spinks, president of CosmoProf and Armstrong McCall. They'll judge products divided into professional and retail. "The opportunity to be seen and heard by these key industry influencers is unmatched," said Steve Sleeper, executive director, Professional Beauty Association. "Coupled with the fact that [Beauty Systems Group] and Amazon are offering two unique distribution opportunities makes this year's competition even more coveted."

BSG (Armstrong McCall, Cosmoprof and Loxa Beauty) will select one professional brand from Beauty Pitch to place on its online platform and in 1,200 stores nationwide. Amazon Launch pad will build a dedicated namesake



John Paul DeJoria will judge the Beauty Pitch  
*Scott McDermott*

online.

In keeping with addressing emerging trends, CPNA this year will launch Discover Green, a new special area for companies dedicated to eco-friendly, clean, organic, and/or natural products in beauty. While the focus had been predominately on food, the shift toward wellness items in the beauty segment is growing exponentially and Discover Green serves this demand, said Ciocan. The section will feature companies that showcase novel ideas in the growing environmentally conscious market, covering both the retail and spa distribution markets and including small indie brands, as well as growing power brands. Among the trends will be ingredient stories — avocado, kale and spinach, olive oil — many using cold-pressed extraction methods.

Tones of Beauty, dedicated to the multicultural market, will return for a second year. Exhibitors in the areas will showcase multicultural products in the skin, hair, color cosmetics, fragrance and men's segments.

CPNA was recently selected as a 2015 top Trade Show News Network trade show pick. The meeting, which will be held at the Mandalay Bay from July 25-26, draws close to 30,000 attendees and more than 1,000 exhibitors from 39 countries.

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