

*beautyworld*

MIDDLE EAST



**quintessence**

the art of beauty and scent

5 - 7 October, 2021

Dubai, UAE



messe frankfurt

## An enchanting display of creativity and innovation

From fragrance to skincare, the demand for niche brands and products is noticeably gaining momentum in the region. Now in its 25<sup>th</sup> year, Beautyworld Middle East highlights ingenuity in this vital segment with Quintessence – the art of beauty and scent.

Featuring a bouquet of handpicked brands every year, Quintessence is the only showcase of its kind in the region where niche brands and creators from around the world can present their latest offerings and be discovered by leading retailers and distributors from the vibrant regional beauty and fragrance industry.



# Participating brands



ACQUA DI CAPRI



ANTONIO CROCE  
*Perfume*



MAJOURI



MARC STERN



art of scent  
SWISS PERFUMES

BOHOBOCO • PERFUME



OÐIN  
*New York*



ORMONDE JAYNE  
LONDON



BOIS  
1920

Coquillate Paris  
Parfum



pierre  
PRÉCIEUSE™  
THE NEW TIMELESS PERFUME RANGE



RAW SPIRIT  
FRAGRANCES



Paris



ESTEBAN  
PARIS  
PARFUMS

EXUMA  
*parfums*



RP  
PARFUMS  
Paris



Signature  
FRAGRANCES



FREDE  
MODIN  
PERFUME STORY



Gisada  
Switzerland

TEAOLOGY  
TEA & INFUSION SKINCARE™



The Different  
Company

POTENTIA



THOMAS KOSMALA  
PARIS

TOM DAXON

TRUE DIAMOND  
PERFECT  
MATCH



L'Arc



ULRICH LANG NEW YORK  
FRAGRANCES



When

LINARI

Lise London

Maison  
Francis Kurkdjian  
Paris

All of the above have been featured since the inception of Quintessence.

## Find the right regional partner for your products

Having welcomed more than 44,000 visitors from 138 countries at its 2019 edition, Beautyworld Middle East is the unrivalled platform to meet with regional traders and distributors eager to form partnerships with fresh and inventive brands.

Exciting possibilities await niche creators in a region that has a largely young population with a high level of disposable income and a growing interest in avant-garde brands and products. With the value of the retail market expected to reach US\$27.2 billion by the end of 2022, the Middle East and Africa's fragrance, colour cosmetics, and skincare market is ready to embrace up-and-coming trends and cutting-edge innovation in the world of beauty.



# An oasis of opportunities

Quintessence is a specific area, designed and tailored in a different way each year to create an element of surprise, and to welcome visitors in an elegant atmosphere. Each booth is fully equipped and designed as follows:



## 6sqm booth includes:

- 1 large counter to display your products
- 1 seating bench area with coffee table & guest seating for meetings
- 2 small display modules for your products
- Your brand name & booth number
- Electricity socket & lighting
- Decorative elements & flower décor



## 9sqm booth includes:

- 1 large counter to display your products
- 1 seating bench area with coffee table & 2 guest seating for meetings
- 1 small & 1 large display module for your products
- Your brand name & booth number + logo
- Electricity socket & lighting
- Decorative elements & flower décor

The above is based on the stand design for 2019. The stand design for 2021 is subject to change. Please contact our team for further details.



## Exclusive exhibitor benefits await!

### **Business Matchmaking Program**

Take advantage of our complimentary Business Matchmaking program available to exhibitors. Connect with buyers and set up meetings for the show, in advance!

[www.beautyworldME.com/Match](http://www.beautyworldME.com/Match)

### **For more details on booking your stand, contact:**

#### **Elaine O'Connell**

Show Director

Beautyworld Middle East

Messe Frankfurt Middle East GmbH

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Tel: +971 4 38 94 500

**Date** : 5 – 7 October, 2021

**Venue** : Al Multaqa ballroom

**Time** : 10am to 6pm

**For more information about Quintessence, visit:**

[www.beautyworldME.com/quintessence](http://www.beautyworldME.com/quintessence)

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MIDDLE EAST

The Largest International Trade Fair for Beauty Products,  
Hair, Fragrances and Wellbeing in the Middle East

**5 – 7 October, 2021**

Dubai World Trade Centre, UAE

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