

Trade fair premiere in Düsseldorf in March 2014:

beauty boutique - Trade Fair for Beauty and Bathroom Accessories Trade

Avid Interest from the Industry

Messe Düsseldorf to extend Cosmetic Trade Fair Portfolio

21 – 23 March 2014 will see the specialist trade fair “beauty boutique” launch in Düsseldorf. It offers concentrated ranges for accessories for the beauty and bathroom segments. Arranged in a condensed and manageable manner with a focus on the retail trade, buyers from perfumeries, drug stores, department stores and pharmacies will find the latest trends and products for complementing their cosmetics ranges here.

beauty boutique Düsseldorf will bring together supply and demand in one place. The ranges are focused on the ever more important additional ranges for specialist cosmetics retailers. Growing consumer interest in this range of goods has been identified in particular.

Product ranges include body care, hair care, decorative cosmetics, fragrances, cutting instruments, body care instruments, terry cloth items and bathroom accessories.

The trade fair is open exclusively to trade visitors/specialist buyers from perfume and drug stores, pharmacies, department stores, retail and concept stores. It also targets buying cooperatives, cooperations and international importers. Admission is subject to trade visitor credentials.

Avid Industry Interest

“The sector has been waiting for a trade fair like this focusing on its specific products and interests for a long time. Especially in this age of electronic communication it is particularly important to have one-on-one conversations, maintain contacts and develop new sales channels,” explains Director Helmut Winkler.



21.-23.3.2014

Fachhandelsmesse
Accessoires für Beauty und Bad

Trade Fair
Accessories for Beauty and Bath

www.bb-duesseldorf.de



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Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

The trade fair concept goes back to initiatives by professional associations, manufacturers and retail enterprises. Messe Düsseldorf has converted this concept into an independent trade fair and now offers the stakeholders an exhibition platform with room for communication, product presentation and orders.

Three days of trade fair activities, short distances thanks to ground-level halls, an up-scale atmosphere and a lifestyle-driven location amidst one of Europe's biggest conurbations: beauty boutique Düsseldorf offers both exhibitors and visitors an efficient use of their resources.

Messe Düsseldorf expands Portfolio of Cosmetics Trade Fairs

When it comes to cosmetics, make-up and hair, Düsseldorf is already a leading trade fair location. BEAUTY DÜSSELDORF for cosmetic service providers, the TOP HAIR Days for hair dressers and the make-up artist design show for make-up artists and stage make-up artists are the leading events for their respective industries and will be held in parallel with beauty boutique Düsseldorf. This produces valuable synergies for both exhibitors and visitors alike.

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