

FRENCH BEAUTY DAYS  
IN STOCKHOLM  
#REAL & #DIGITAL

OCTOBER 20 - 22, 2020

BUSINESS FRANCE  
Storgatan 11, Stockholm

*In partnership with*



Business France is happy to welcome you at the  
*French Beauty Days in Stockholm #Real & #Digital !*  
OCTOBER 20 - 22, 2020

France is internationally renowned for its fashion & beauty  
and has a **unique know-how** in developing and producing  
cosmetics.

The French cosmetics are incredibly growing lately !

Tremendous **innovations**, **organic** & natural products,  
**premium** positioning and private **labels** are some of the  
fast-growing sectors.

#cleanbeauty      #customization  
#slowcosmetics    #organic  
#frenchbeauty      #madeinfrance    #privatelabel  
#premiumbrands    #highquality  
#sustainablebeauty



The French Beauty Days in Stockholm #Real & #Digital will introduce a selection of French cosmetics & beauty companies to the Swedish market.

Here under the **3 steps** to get to know the French brands :

1 - Autumn : « *French Beauty Boxes* » sent to the main local distributors with brands' flagship products to **discover the products in preview.**

2 - **October 20 - 22** : come, see and try the products! \*

We'll have a **showroom** for all cosmetics & beauty professionals at Business France's office. A unique opportunity to discover and find new brands to work with!

3 - If one or several brands **may get your attention**, you'll have the opportunity to have **direct meetings** with the French export managers either between October 20 - 22 or at another period (we organize those distance meetings at your convenience).

*\*Covid-19 has been considered for this event. We'll have a human size and aerate showroom with not more than 10 people at the same time.*

*Regarding the Covid-19 situation and for those who feel more comfortable to see the products by distance, a digital option will be available thanks to videos posted on our Instagram account [@businessfrancenordic](https://www.instagram.com/businessfrancenordic)*



**3 STEPS:**

- Beauty Box
- French Cosmetics showroom
- Distance meetings

**WHEN ?**

Beauty box & meetings: Autumn 2020  
Showroom: October 20 - 22, 2020  
Opening hours : 8:30 / 18:00

**WHERE**

does the French showroom take place?

BUSINESS FRANCE  
Storgatan 11  
114 44 Stockholm  
Floor 1  
Close to Östermalmstorg

or on our Instagram Account @[businessfrancenordic](https://www.instagram.com/businessfrancenordic)

If you wish more info about this event, please contact:

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More information coming soon on: <https://world.businessfrance.fr/nordic/>

