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New DTC Experiential Beauty Pop-Up to Debut in July

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A new tradeshow is set to debut in July, offering direct-to-consumer beauty and wellness brands the opportunity to integrate the online and offline customer experience in a dynamic environment. Called the Unfiltered Experience, the event is the brainchild of Daniela Ciocan who steered the growth of Cosmoprof North America for 11 years, and is now applying her insights into a new model that aims to deliver participants multiple monetization opportunities, access to content creators and media, and face to face connections with consumers. There will also be a host of networking activities designed to help attendees make the right connections to build their business, including private parties with leading social media influencers for selected sponsors. Notably, THE LOOK ALL STARS, the makeover reality TV series airing its second season on CW of Sinclair and HULU will have a presence at the event, and will select two companies to be featured and integrated into an episode in Season 3.

Described as a visual pop-up hybrid event, Unfiltered promises consumers Instagrammable moments as well as educational panels, product demos and sampling areas, with the goal of helping them connect with brand founders, discover new products, expand their knowledge, meet favorite influencers, and receive personalized gifting.

The event will be held in Downtown Las Vegas and is open to the public and industry on Saturday, July 27, with private meetings held on Friday, July 26.

After the July event, the pop-up will be traveling around the country and hosted in various cities. For more information, please visit www.unfilteredexperience.com.