

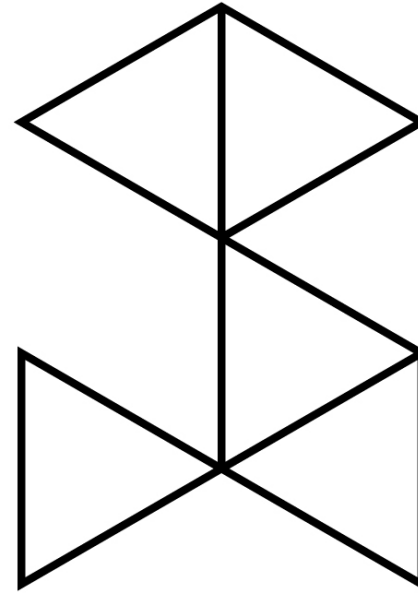


STHLM BEAUTY WEEK

17-18 May 2022

Norra Latin, Stockholm City

- ❖ Our goal is to help brands attending the Stockholm Beauty Week fair to enter the Swedish market in the best possible way.
- ❖ Therefore our professional Stockholm Beauty Week Award panel will prepare our French participants for the market with the Nordic Business Culture Webinar*.
- ❖ In partnership with Business France, we make sure to introduce you to the most suitable professionals.



STHLM
BEAUTY
WEEK
SELECTED

Selected by Stockholm Beauty Week Award Jury

**including a Q&A*

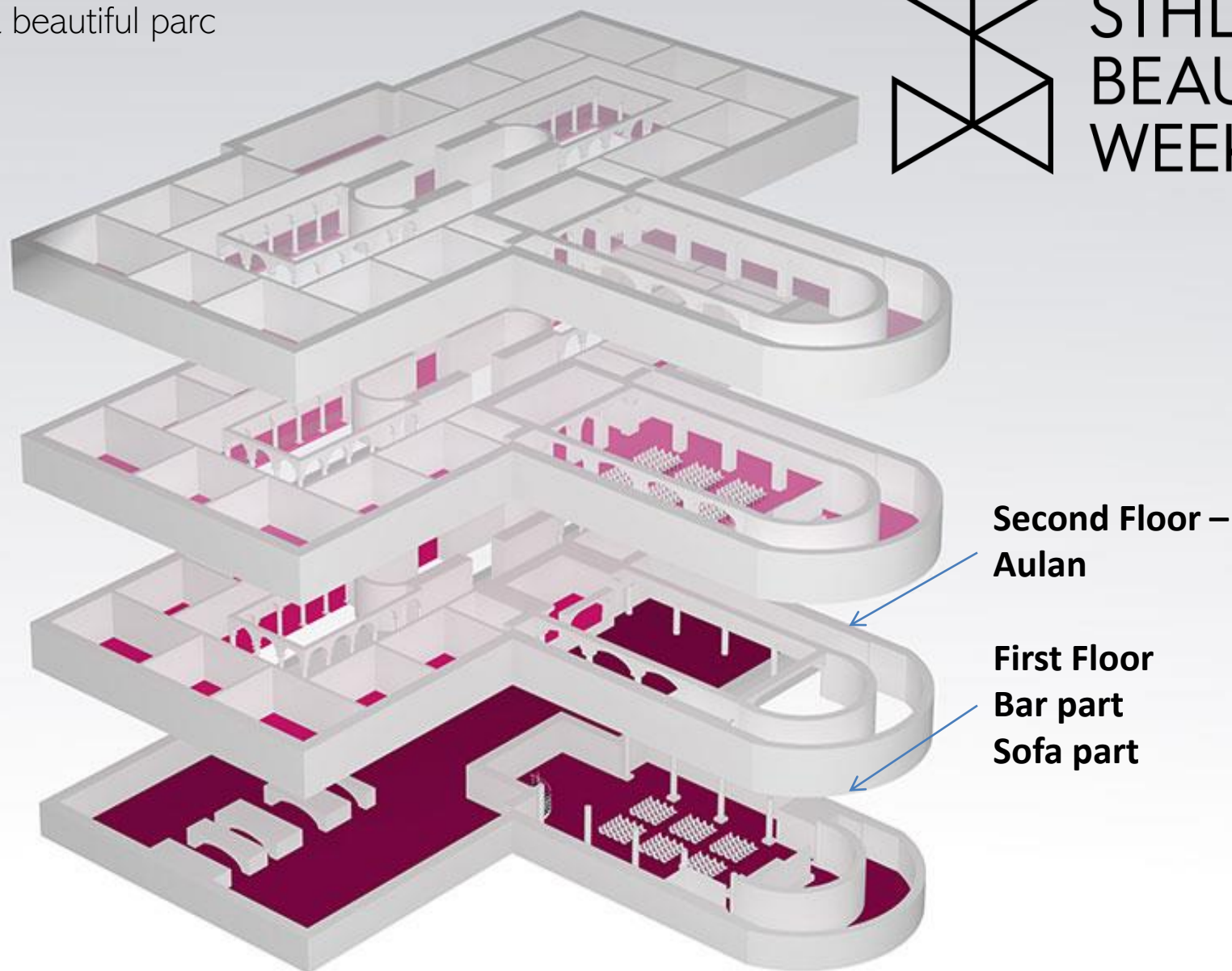
Welcome to Norra Latin – in the heart and pulse of Stockholm



Norra Latin in the heart of Stockholm
2 first floors and a beautiful parc



STHLM
BEAU
WEEK



Digital visit of the venue → [here](#)

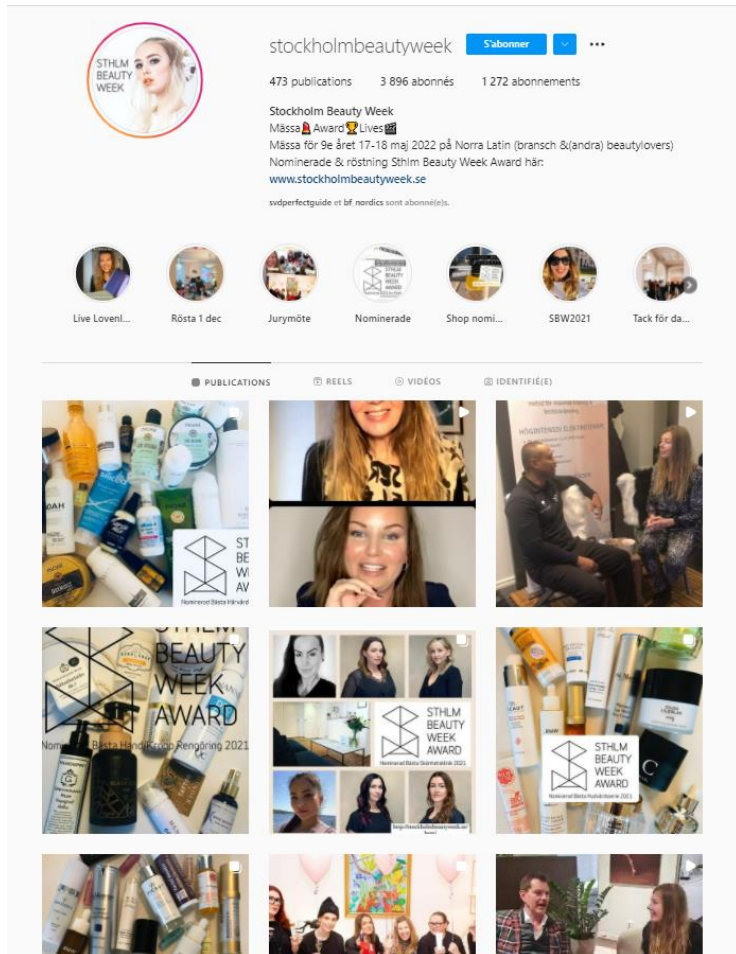
Stockholm Beauty Week – Edition 2021

- Number of exhibitors: **61**
- Number of visitors: **2000** (including buyers, press, influencers, potential customers, retail chains, online beauty retailers, spa & institutes, hotel chains, beauty schools, etc.)
- 1 treatment room
- 1 press room

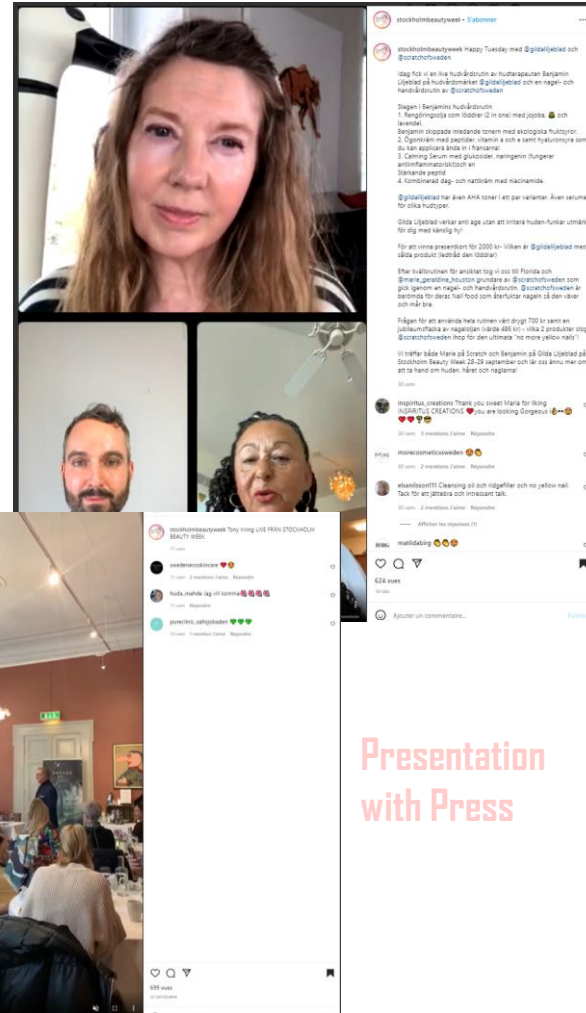


Stockholm Beauty Week – Edition 2021

Promotion on SBW IG ACCOUNT



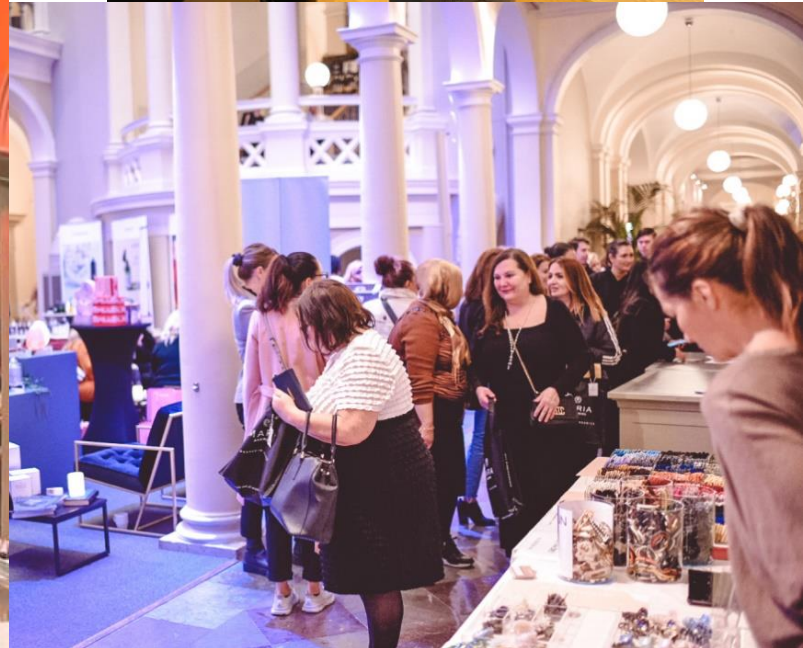
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Live : brands presentation

Presentation with Press



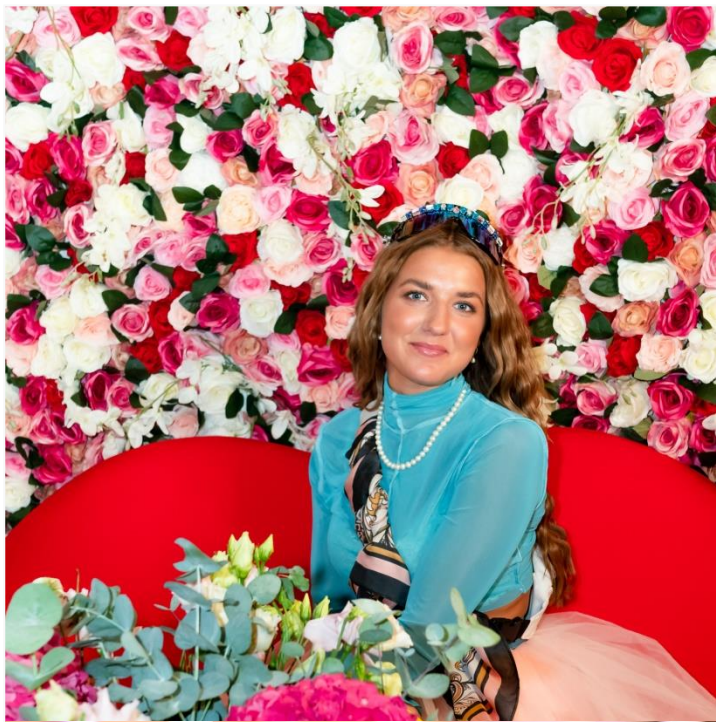














Participation in the Stockholm Beauty Week fair 2022 includes

BEFORE THE FAIR

- Feature of your brand on the Stockholm Beauty Week website
- Be part of SBW Social media
- An interview with the founder/ representative of @stockholmbeautyweek
- SBW's staff if needed, (install and set up the booth)

DURING THE FAIR

- Seminars: product/treatment presentation at the fair in our press room for special Guests
- Booth / tables / set up at the fair in the French Corner
- Part of the press/buyer goodie bag
- Sampling of your products at the entrance



Welcome to
Stockholm Beauty Week
17-18 May 2022!