

HAMBURG . MUNICH

DISCOVERIES LIVE

showcase for exclusive beauty-brands

PENTACOM
Gesellschaft für Public Relations und Marketing mbH

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THE CONCEPT

THE FIRST SHOWROOM FOR INTERNATIONAL UPCOMING BRANDS IN
GERMANY EXCLUSIVELY FOR MEDIA AND TRADE PARTNERS

OBJECTIVE

- . Meeting point for the media and business partners
- . to meet your further business partners
- . to make the press draw attention to you

MISSION

- . buildup and extension of a distribution network
- . visibility of the brands in the beauty market
- . become a part of the network of beauty specialists

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CONNECTING TO POTENTIAL PARTNERS

CONNECTION TO TRADE PARTNERS

before the show:

- . Analysis of the presentation of your brand in terms of distribution

during the show:

- . Meet the 'market players'
 - . Distributors
 - . Trade
- . Coordination and support for speedating

CONNECTION TO MEDIA

before the show:

- . Analysis of the presentation of your brand
- . recommendations for the professional look

during the show:

- . meet the 'top of beauty and lifestyle'
- . Bloggers
- . Journalists
- . Coordination and support for individual interviews

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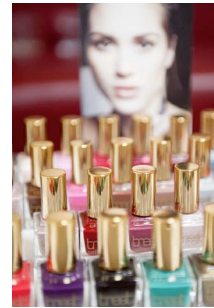
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IMPRESSIONS



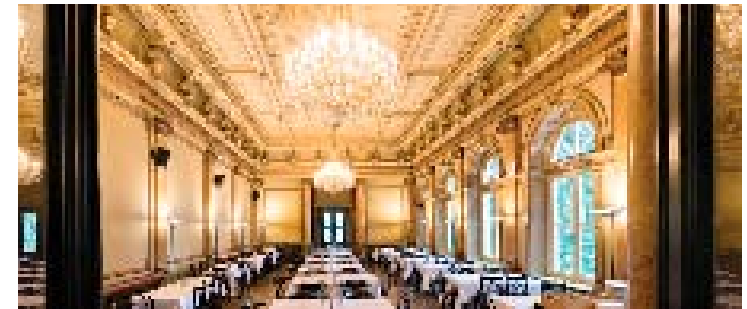
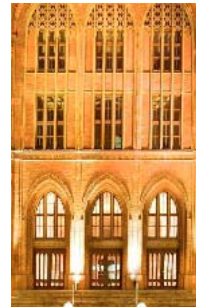
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LOCATIONS . HAMBURG . MUNICH



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MORE THAN 120 EXHIBITORS

FRAGRANCES, HAIR AND BODY CARE, MAKE UP AND ACCESSORIES

THALION
La beauté née au cœur des algues
Beauty from the heart of seaweeds

PARFUMEURS DEPUIS
1795
RANCÉ
Maison fondée à Grasse
France


pañpuri®

omnisens
Paris

ILIA

**ROBERT
PIGUET**
PARIS-FRANCE

ncla
LOS ANGELES

Kjær Weis

patricia kaas

le parfum

DR. KITZINGER®
BIOMIMETIC SKIN SOLUTIONS

Aux Pays
de la Fleur d'Oranger
HAUTE PARFUMERIE
Maison de Parfums


PARFUMS
FRANCE

KAHINA™
GIVING BEAUTY
MOROCCO - NEW YORK 

Abel

MÁDARA
organic skincare

**PRITTY
PEAUSHUN**
SKIN TIGHT bodylotion

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TRADE PARTNERS

PERFUMERIES, DEPARTMENT STORES, SPAS, HOTELS, CONCEPT-STORES,
DISTRIBUTORS UND AGENTS

Hamburg

Albrecht & Dill . Alsterhaus . Bronnley . Budnikowsky . Cossana . Departmentstore Quartier 206
DocMorris International GmbH . Douglas . Französische Handelsmission Harald Lubner . Interco
Cosmetics . ISIS Parfums Diffision GmbH . Karstadt . Kings & Queens . Meister Parfümerie
Riekhof Parfümerie Top Parfümerie...

München

Autrepart nature . Calm . CK Naturkosmetik . Horst Kirchberger . Oberpollinger . Kosmetik-vertrieb
Oelsner . LSG Sky Chefs . Ludwig Beck . Marais . Organic Luxury . Pool . Schloss Elmau Studio
Reichenberg . Styling and More...

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MEDIA

MEN AND WOMEN MAGAZINES, LIFE & STYLE, SPECIALIZED MEDIA
AND NEWSPAPERS...

Hamburg / Berlin

Bild der Frau . Brigitte . Frau von heute . Für Sie . Gala . Grazia . Hamburger Abendblatt Journal
Healthy Living . How to spend it . ICON . Inside beauty . InTouch . KIYA TV Production . Life
& Style . Living at Home . Lufthansa Magazin . Maxi . Men's Health . OK! Magazin . Parfümerie
aktuell . Petra . Schöner Wohnen . SPA inside . Stern . Tush . Woman...

München

Donna . Bunte . Burda Style Group . Celebrity . DWZ . Elle . Elle deco . emotion . FHM .
Freundin . Glamour . GQ . Instyle . Jolie . Joy . KeySale . Madame . Myself . Shape . Süddeutsche
Zeitung . Vogue...

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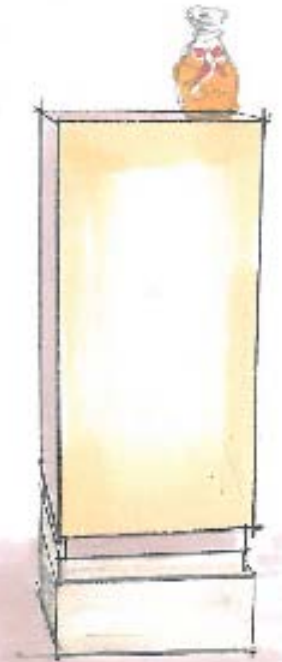
YOUR PRESENCE

1.200,- EUR 1 BRAND, 2 CUBES

1.800,- EUR 2 BRANDS, 4 CUBES

That includes

- . Inviting relevant handel partners and beauty and lifestyle journalists
- . Providing finger food and drinks to participants and visitors
- . Providing names and companies / editorial offices of journalists and business partners visiting the event
- . Design of fact sheets for the media
- . Newsletter discoveries live including 300 journalists after the event
- . Online presence trough Pentacom website and social networks profiles
- . Coordination of general requests



Cube dimensions:
ca 110 x 55 x 56 cm

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VOICES

HEIDI BÖTTCHER-DIERKS . B FNKY!

„For the brand BFKY, discoveries live in Hamburg and Munich was the perfect platform to establish contact with trade partners. Furthermore, it is worth stressing that all editorial offices from Munich and Hamburg visited us both. We highly recommend this event to everyone with a new brand.“

JENNIFER PIQUET . ar457

„We had the pleasure of participating in discoveries live Munich with ur luxury skincare brand ar457, and have been totally impressed by this event. The experience of the Pentacom team, their commitment to high quality and prestige service as well as to all the guests attending the event have enabled us to initiate very good connections in the German market“

BEATRIX ISABEL LIED . BEAUTY IS LIFE

„Discoveries live in the Kai 10 was a great success for me, This luxurious setting matches exactly with my products. I really appreciate that I had the chance to get in contact with very interesting people and customers.“

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for further information:

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