



Successful comeback of the FOR BEAUTY trade fair

After a series of three canceled beauty fairs, lovers of cosmetics, perfect nails, beautiful hair and fans of a healthy lifestyle enjoyed their favorite fair FOR BEAUTY in full sips. Attendance at the autumn fair reached almost 9,000 people. The FOR BEAUTY trade fair, organized by ABF, a.s. was the only trade fair in its field in the Czech Republic this year.

Almost 120 exhibitors presented a respectable 342 brands at the PVA EXPO PRAGUE exhibition center in Letňany. A total of 8,832 people attended the two-day event. The fair has traditionally focused on nail modeling, manicure, pedicure, cosmetics, hair care and healthy lifestyle.



The main partner, the **Make-Up Institute Prague** has prepared a truly unique show for the autumn **FOR BEAUTY** on the controversial **Drag Queen makeup** theme. "We have been participating in the **FOR BEAUTY** fair regularly since our inception. The **FOR BEAUTY** trade fair is an important point in the beauty industry and I am personally very happy that it survived this demanding period with honor. For us, **FOR BEAUTY** is an inseparable place to meet not only professionals in the field," says Markéta Davidovich, owner of the Make-Up Institute Prague.

Prestigious professional competitions were also attractive. Světlana Benedíková won the **Make-Up Championship of the Czech Republic in the make-up** on the theme of City lights, the silver position won Adéla Anděla Bursová and bronze won by Maria Moldavchuk. Also **Czech Professional Pedicure Championship Beauty Foot Cup** already knows its **chosen ones**. **Zuzana Juhásová** became the winner and **Champion of the Czech Republic for 2021**, Lucie Blatná came in second and Petra Rybáková won the bronze position.

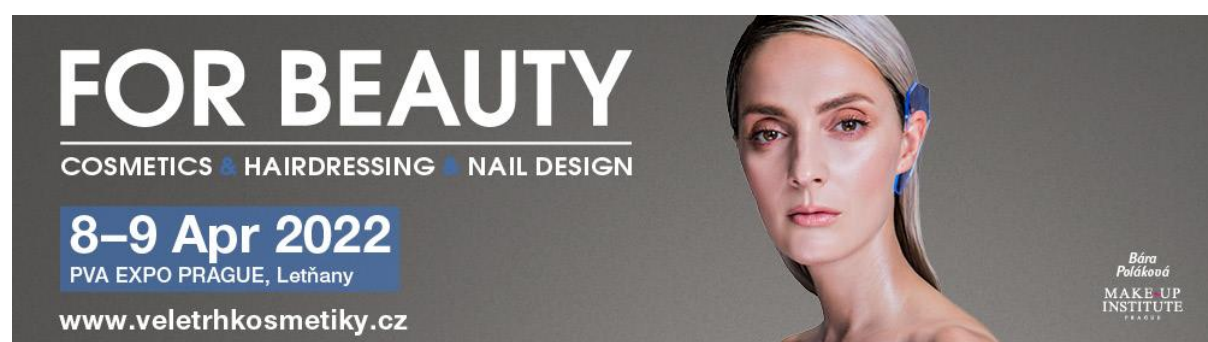
We are also pleased to announce that our fair has concluded a new partnership with the **Association of Cosmetics and Hairdressing Branches of the Czech Republic** and that the **first meeting of ACHB CR members took place within the fair**.

This year, the **FOR BEAUTY** trade fair also attracted attention with its attractive accompanying program. On the main stage, spectators could watch a fashion video show produced by Jiří Morstadt, director of **Czech Fashion Week**, in which models of agency **Fashion Models** presented luxury Provoque lingerie and designer Olga Rusakov's outfits.

The presentation of the **FOR BEAUTY** trade fair took place, among other things, on **TV NOVA**. Well-known hairdresser **Tomas Arsov**, cosmetics developer **Lenka Průšová**, colored hair icon **Nikola Pavlíčková** and PR manager of the FOR BEAUTY trade fair **Markéta Klíma Holatová** invited show Breakfast with Nova to the fair during the live coverage.

The new face of the **FOR BEAUTY trade fair for 2022** is the actress and singer, a prominent personality, **Bára Poláková**. The spring fair will take place on **April 8-9, 2022** and the autumn FOR BEAUTY will take place on **October 7-8, 2022**.

We are proud to present you the new visual concept of the spring fair FOR BEAUTY 2022 and we firmly believe that you will be an integral part of it. The visual concept of the campaign for 2022 was created by the main partner of the fair, which is traditional **Make-Up Institute Prague**.



FOR BEAUTY
COSMETICS • HAIRDRESSING • NAIL DESIGN

8-9 Apr 2022
PVA EXPO PRAGUE, Letňany

www.veletrhkosmetiky.cz

Bára Poláková
MAKE UP INSTITUTE
PRAGUE