

Explore Beauty Color Africa

An extensive and promising international fair for beauty professionals interested in West Africa's beauty and cosmetics market coming this fall

By Samelia Bankole

The Beauty Color Africa Fair will take place November 11-13 in the city of Abidjan, Ivory Coast in West Africa. The fair will feature the best of West Africa's cosmetics and beauty market. It's the ultimate fair for beauty, fashion and wellness professionals in the multicultural market.

"Because Beauty Color Africa is the first consumer and professional tradeshow dedicated to beauty and cosmetics in Africa, various vendors and sellers such as Carrefour, CFAO, Beauty Success, Kauribox, and Paraethnik, amongst others, will be attending the event," says Marina Marâ Marville, director of Beauty Color Africa. "We will also have an incredible selection of the best influencers and bloggers from Africa, America and Europe."

For three days, Beauty Color Africa will bring together beauty professionals from all over the world with distributors, retailers, importers, and buyers from across the region. Some of the general public in attendance will be members of the middle class who prioritize both product quality and affordability "African consumers are increasingly demanding when it comes to the quality of their products. Their products ought to be both affordable and reliable," says Marville.

Beauty Color Africa will provide a platform for beauty professionals to network with West African vendors and the general public. It will also be an opportunity for professionals to learn of new trends and innovations in beauty, haircare, skincare, spa, and wellbeing. It will be an environment ripe for business opportunities.

There will be seven areas at the fair: haircare, cosmetics, beauty, nutrition, fashion, entertainment, and conference. Beauty professionals will also have the chance to take advantage of unique workshops and panels hosted by Beauty Color Africa. Topics will include natural hair trends, the image of the black woman in the beauty industry, and how to build your own cosmetics line and business in Africa.

Some of the workshops will take the form of hair and makeup shows for guests to enjoy. The fair will have some interesting special guests hosting a few of these workshops, including Kim Roxie and Jackie Mgidó—two iconic beauty entrepreneurs from the U.S. "Kim Roxie, native Houstonian and rising star in the world of beauty and philanthropy and founder the eco-chic makeup line, Lamik Beauty, will be holding a workshop dedicated to instructing women on how to make the perfect eye brow," says Marville. "Jackie Mgidó, the Zimbabwean Hollywood film and television makeup artist and founder of the award-winning makeup line, Vault Cosmetics, will show women how they can bend the contouring rules with Vault cosmetics powders," she adds.



Image courtesy of Beauty Color Africa Press



There will be other fun features at the fair. Marville is especially looking forward to the Beauty Color Africa fashion show. "We are most excited about the presence of our artistic director, Elie Kuame—a Lebanese and Ivorian native [and] founder of La Maison Elie Kuame," says Marville. "By winning the first prize of the competition of young designers in 2006 with the collection, 'Woman of Power,' he has proven to be a fully pledged designer. He is very anxious to grace the runway with his creations, within the frame of the Beauty Color Africa fashion show, which is going to be tremendous."

"Topics will include natural hair trends, the image of the black woman in the beauty industry, and how to build your own cosmetics line and business in Africa."

Awards are given at the fair for the best in the West African beauty scene, including the Innovation Prize for new trends and innovations, Favorite Price of the Press, and the Price of the Blogger.

Abidjan is the economic capital of French-speaking West Africa and the ultimate destination for fashion and beauty on the continent. This future-forward city of five million blends modern times in harmony with nature. The venue where the fair will be held, Palais des Congres - Sofitel Abidjan Hôtel Ivoire, is a conference center that was shortlisted by the World Luxury Awards in 2015.