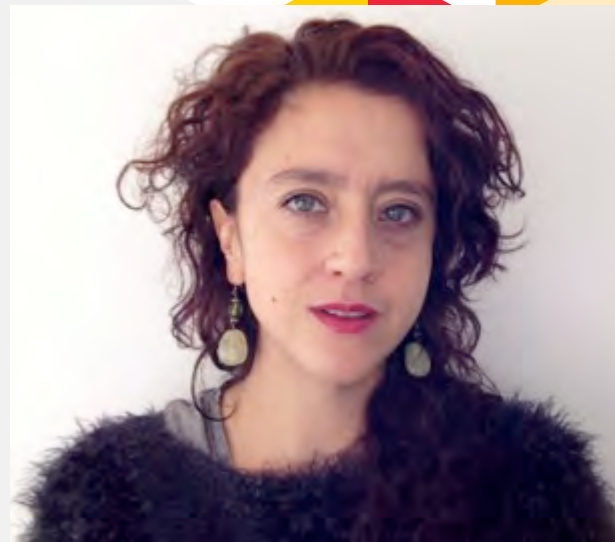


Perfil del Speaker

Paula Riveros – Dirección 360TrendLab

Comunicadora social de la Universidad Javeriana, con estudios en The School of Visual Arts, New York y Master en Management de empresas Culturales en la escuela Groupe EAC – París. Cuenta con experiencia laboral en New York, París, Buenos Aires y Bogotá en proyectos culturales y prensa de estilo de vida. Fundadora y directora de www.360trendlab.com, dicta la cátedra de Coolhunting en la Universidad de Los Andes. Autora del libro “Coolhunting, cacería de ideas geniales de innovación”. Ediciones de la U. 2013.





El futuro del retail en la industria de la belleza.

www.360trendlab.com



El futuro del retail en la industria de la belleza:

TENDENCIAS 2019 - 2020

RETOS PRINCIPALES:

**1. RETAIL Vrs. E-COMMERCE =
EXPERIENCIAS INCREIBLES**

**2. BELLEZA, CUIDADO PERSONAL,
MODA=
PLURALIDAD**

El futuro del retail en la industria de la belleza:

TENDENCIAS 2019 - 2020

1. PERSONA A PERSONA

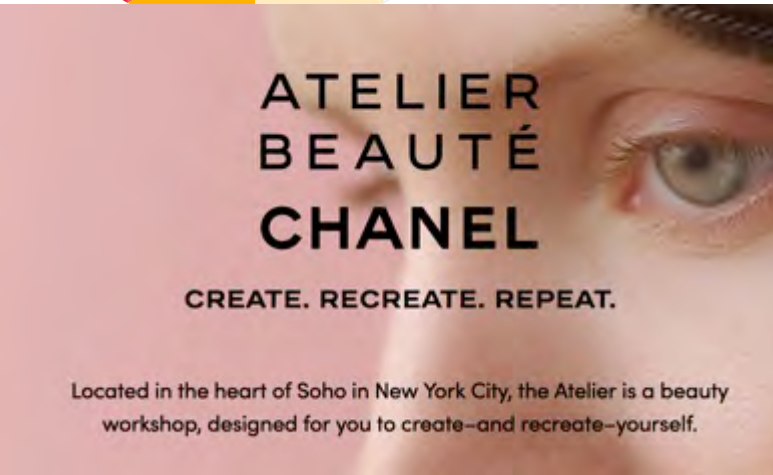
2. VALOR Y PROPOSITO

3. ECOSISTEMA DE EDUCACION

4. REALIDAD MAS DIGITAL







**ATELIER
BEAUTÉ
CHANEL**

CREATE. RECREATE. REPEAT.

Located in the heart of Soho in New York City, the Atelier is a beauty workshop, designed for you to create—and recreate—yourself.



COCO LAB



**ATELIER
PARFUM
CHANEL**





<https://www.benefitcosmetics.com/us/en/boss-brows>

https://www.youtube.com/watch?time_continue=82&v=jxwfzM1o0H4

<https://uk.boldisbeautiful.com/raiseabrow/>

2. VALOR Y PROPOSITO





2. VALOR Y PROPOSITO

<https://www.lush.com/>

<https://www.insider-trends.com/inside-retail-strategy-lush/>





BODYLICIOUS BY DREA WHEELER

3 P.M. - 4 P.M.

4:30 P.M. - 5:30 P.M.

This is a heart-pumping cardio-dance sweat session designed with simple-to-follow routines and set to the best music.





Ritz Carlton Hong Kong & Givenchy

<http://luxurylaunches.com/gastronomy/pretty-in-pink-the-ritz-carlton-hong-kong-has-a-gorgeous-givenchy-themed-afternoon-tea.php>

TENDENCIAS 2019 - 2020



4. REALIDAD MAS DIGITAL

<https://www.coty.com/in-the-news/press-release/wella-smart-mirror>

<https://www.coty.com/in-the-news/press-release/fragrance-discovery>

TENDENCIAS 2019 - 2020



Glossier in real life

Real people show you how they wear Glossier. Scroll through to see (and shop) products in action, find a new shade combo, or make a new friend.



4. REALIDAD MAS DIGITAL

<https://www.businessinsider.com/where-to-buy-glossier-in-person-2018-11#-over-the-top-displays--16>



Sephora Beauty TIP (teach, inspire, play)

4. REALIDAD MAS DIGITAL

<https://www.techrepublic.com/article/how-sephora-is-leveraging-ar-and-ai-to-transform-retail-and-help-customers-buy-cosmetics/>

EL FUTURO NO SE ESPERA.



<https://www.bigredrooster.com/>
<https://www.forbes.com/sites/gregmaloney/2018/05/23/six-dimensions-of-experiential-retail-and-the-top-20-retailers-at-delivering-it/#2269e4644936>

EL FUTURO SE PROVOCA.



iGRACIAS!

Paula Riveros.

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