

After Las Vegas and Miami, Cosmoprof unveils a new beauty event in New York

Premium Beauty News (Photo: Cosmoprof North America)

8 August 2024



Cosmoprof North America is preparing a brand new annual event dedicated to beauty in New York City. The announcement was made at the 21st edition of Cosmoprof North America Las Vegas, which was held at the Mandalay Bay Convention Center on July 23-25, 2024.

Named "**Beauty New York**," the yearly event will debut in **October 2025**, combining both B2B and consumer elements of the global beauty business.

"We are thrilled to establish Beauty New York as the beauty industry's flagship annual event across the globe. Especially coming off the heels of our massively successful Cosmoprof North America shows in Las Vegas and Miami, we are eager to enter this new chapter with Beauty New York!" said **Liza Rapay** (<https://www.premiumbeautynews.com/en/liza-rapay-appointed-at-the-head,14051>), **Vice President of Cosmoprof North America**.

Recently, Cosmoprof North America joined forces with the New York-based Fashion Institute of Technology (FIT) to launch a new research center for the beauty industry. (<https://www.premiumbeautynews.com/en/the-fashion-institute-of,24013>) Dubbed The Beauty Center at FIT, the new facility is dedicated to global business strategy and consumer trends.

Another piece to the puzzle

The New York show adds a new piece to the Cosmoprof North American network, complementing the Las Vegas event (<https://www.premiumbeautynews.com/en/cosmoprof-north-america-las-vegas,24224>), which held its 21st edition in July, and the recently launched Cosmoprof North America Miami, which made promising debuts in January (<https://www.premiumbeautynews.com/en/first-edition-of-cosmoprof-north,23339>).

Taking place at the Mandalay Bay Convention Center on July 23-25, 2024, **the latest edition of Cosmoprof North America Las Vegas** (<https://www.premiumbeautynews.com/en/cosmoprof-north-america-las-vegas,24224>) hosted nearly 1,200 exhibitors from 45 countries and welcomed over 26,000 visits from attendees representing 105 countries.

The event celebrated the winners of the **Cosmoprof & Cosmopack North America Awards** in six different categories. In partnership with trend agency Beautystreams, a panel of 13 judges, including retailers, brand executives, R&D experts, and press, voted for their favorites based on criteria such as concept, packaging, formulation, and uniqueness.

On the supply chain side, **Solésence Beauty Science** won the Formulation Award, while **Coradin** won the Packaging, Design & Materials Award. On the finished product side, the winners were: **Never Have I Ever** for Make Up & Nail Products; **Le Rouge Français** for Green & Organic Products; **Oren Medical** for Skin & Body Care Products; and **Small Wonder** for Hair Products.

Cosmoprof North America Las Vegas (<https://www.premiumbeautynews.com/en/cosmoprof-north-america-las-vegas,24224>) will return to the Mandalay Bay Convention Center from July 15-17, 2025.

Concerning the Miami show (<https://www.premiumbeautynews.com/en/first-edition-of-cosmoprof-north,23339>), which was created as a bridge between the North, Central and South American markets, its debut edition in January gathered over 700 exhibitors from 40 countries and welcomed 19,000 visits. **The second edition will occur at the Miami Beach Convention Center from January 21-23, 2025.**

“With showcases yearly in Las Vegas (<https://www.premiumbeautynews.com/en/cosmoprof-north-america-las-vegas,24224>) and now Miami (<https://www.premiumbeautynews.com/en/first-edition-of-cosmoprof-north,23339>), Cosmoprof North America has set the standard for bringing together the entire beauty industry from coast to coast,” stated **Nina Daily, Executive Director of the Professional Beauty Association**, the organization behind the Cosmoprof shows in North America, together with Bologna Fiere.

“These significant events highlight the strength of collaboration and a shared vision aimed at empowering beauty professionals and strategically shaping the industry’s future.”