FORMES DE LUXE
LUXURY INDUSTRY INSIGHT

ÉDITION SPÉCIALE BY LUXE PACK JUNE 04 - 05 2024 CARREAU DU TEMPLE PARIS GET MY BADGE

At MakeUp in Paris 2024 innovation takes center stage, IT Awards winners revealed

DOLORES DAMADE

Published on 05/29/2024

Related topics :
MakeUp in Paris, **Trade shows**, **Innovation**

RELATED TOPICS

- MakeUp in Paris 2024 IT Awards: Sneak peek at the nominees for Accessories
- MakeUp in Paris 2024 IT Awards: Sneak peek at the nominees for Formulation
- MakeUp in Paris 2024 IT Awards: Sneak peek at the Full Service nominees
- MakeUp in Paris 2024 IT Awards: Who are the Packaging nominees?

BE THE FIRST TO REACT

The winners of IT Awards 2024
© Formes de Luxe

From vase-inspired makeup brushes and face spray paints, to water activated formulas and bamboo packaging, this year's MakeUp in Paris IT Awards winners bring innovation to the beauty table.

Of the 126 makeup and skincare products entering the MakeUp in Paris' IT Awards rewarding the best innovations in the industry, 27 finalists reached the final round. Judged by a panel of industry professionals, the winners were unveiled at a ceremony on May 29th at the trade show. Read on to discover the winners in each of the four categories.

Packaging: PPK & Morrama

The Packaging category trophy went to the Maya lipstick case, the fruit of a partnership between Chinese manufacturer PPK and UK-based innovation consultancy Morrama. The refillable packaging features an aluminum case and mechanism, and a paper-like refill pack made of bamboo and bagasse. To change the refill cartridge, the user simply twists the pack. Said to be produced using renewable energy, the case was designed as small as possible in a bid to reduce the volume of material used.

VERESCENCE
MADE OF GLASS AND PASSION.

Get the latest luxury packaging insight every week!
Email address
Sign up

FORMES DE LUXE AWARDS
ENTER YOUR PRODUCT IN THE 26TH EDITION OF THE FORMES DE LUXE AWARDS
APPLY HERE
BEFORE JUNE 14TH

The paper-like refill pack is made of bamboo and bagasse ©PPK & Morrama

Accessories: HNB Corporation

HNB Corporation’s collection of three cosmetic brushes targeting bodycare, foundation, powder and concealer took home the Accessories prize. Designed for an optimal grip during usage, the brushes are certified vegan and made from recycled corn-derived fibers. Crafted to mimic the dexterity of the fingertips, the angled design allows for consistent pressure during application. Dense and tapered, the brushes are meant to achieve light, buildable coverage using both liquid and cream formulas.

HNB Corp's Vase brush range is suited to face or body applications ©HNB Corporation

Formulation: B. Kolormakeup & Skincare

HNB Corp's Vase brush range is suited to face or body applications ©HNB Corporation

Formulation: B. Kolormakeup & Skincare

The Formulation award went to Italian cosmetics manufacturer B. Kolormakeup & Skincare for its Grafiti moisturizing liquid blush spray. Offering consumers a new way of applying make-up, the "luminous" mist spray imparts color meant to sculpt and illuminate the face. Designed to be sprayed onto a sponge or brush, the user blends it onto the cheeks for a bright finish. The formula includes natural esters combined with a multifunctional emollient, micronized mica pigments and a blend of natural color pearls.

The magazine

FORMES DE LUXE
LUXURY INDUSTRY INSIGHT
PARFUMS D'INTÉRIEUR
HOME FRAGRANCE
N°161
2024

Subscribe

MOST READ

1 Hennessy cognac packaging celebrates Year of the Rabbit with Yan Pei-Ming

2 Chanel rethinks Sublimage La Crème as on-the-go, refillable object

EVENTS

Upcoming Trade Events
Click here for the full list

KEY FIGURES

6.7%

The global oral care market’s forecast compound annual growth rate from 2024 to 2030 to reach an estimated $58.9bn. The pace of growth is accelerating, with Asia Pacific dominating the segment with a share of 40.7% in 2023. This is attributed to the rising population and growing awareness regarding dental hygiene. Source: Grand View Research

GRAFFITI
FACE SPRAY PAINTS
BRONZER
HIGHLIGHTER
BLUSH
BIOMORPHIC
BIOMORPHIC
BIOMORPHIC

Graffiti luminous spray is a liquid blush ©B. Kolormakeup & Skincare

Full Service: Chromavis Fareva

Chromavis Fareva's Carte Blanche took home the Full Service award. The on-the-go makeup card claims to be the first water-activated makeup powder film on paper. The prototype presented during the competition is manufactured on FSC paper and features a patented slurry formula (the technology is patent-pending) free of conventional packaging. Transforming from a powder to cream, the palette is customizable in terms of product type (eyeshadow, lip tint, highlighter), design and support, including paper, fabric, upcycled materials, and other flexible mediums.

CHROMAVIS
FAREVA
CARTE BLANCHE
Your Own Story Palette
BLACK LAVA
MEGAVOLT
ARCTIC GREY
BLACK LAVA
MEGAVOLT
ARCTIC GREY

Carte Blanche is said to be the first water-activated makeup powder film on paper ©Chromavis Fareva

Ambassador's Favorite: Motif Addictive Bare Foundation

The Ambassador's Favorite award was attributed by the event's ambassador Aïmara Coupet to Motif Addictive Bare Foundation from Chromavis Fareva. The product, meant to replace traditional foundation, has a powder-to-cream, suede-like texture. The formula is composed with a new generation of delaminated filler (for smoothness and a blur finish), combines spherical beads with hexagonal multilayered flakes (for texture) and is enriched with HydraLipid ceramide complex for wrinkle reduction and improved skin elasticity.

Motif Addictive Bare Fondation is a powder-to-cream compact foundation ©Chromavis Fareva

Get the latest luxury packaging insight every week!

Email address

Sign up

EDITOR'S PICKS

MakeUp in Paris 2024 IT Awards: Who are the Packaging nominees?

After spotlighting the previous three categories competing for this year's IT Award– Accessories , Formulation and Full service –we look into the Packaging nominees. The winners will be unveiled on the first day of the MakeUp in Paris show...

05/28/2024 | Fragrance & cosmetics, Packaging, MakeUp in Paris

Eco-design, fine crafts, next-gen materials... Disruptive innovations on show at Édition Spéciale by LUXE PACK 2024

VivaTech 2024: 6 major beauty tech innovations from L'Oréal

MakeUp in Paris 2024 IT Awards: Sneak peek at the Full Service nominees

More articles

3D PRINT CONGRESS & EXHIBITION LYON
The leading additive manufacturing trade show in France
YOUR FREE BADGE
JUNE 4.5.6 2024
LYON EUREXPO FRANCE