in-cosmetics KOREA 2019
SS2020 BEAUTY FORECAST – Focus on Empathic Beauty
Chaewon Lee, Sales & Marketing Director
BEAUTYSTREAMS is a one stop information source for strategy, marketing, and product development teams worldwide.
OUR SERVICES

Expertise specific to your sector. Our content provides valuable insights from specialists from various sectors.
OUR SERVICES

Vital insights to fuel your brand strategy, marketing initiatives and product development decisions.

Online Trend Intelligence

Subscription-based website, updated daily. Thousands of trend reports, color forecasts, archive, image bank, and online tools.

CONSUMER MARKET INSIGHTS

ADAPTATION GLOBAL / LOCAL

BRANDING / POSITIONING / DESIGN

Bespoke Consulting

For customized solutions, our Bespoke Division responds to your specific project requirements.

FORECAST: BEAUTY COLOR, LOOKS, ...

UPDATES: PRODUCT, RUNWAY, NEWS

IMAGE BANK & ONLINE WORKSPACE
OUR CLIENTS

Working with beauty and lifestyle brands on six continents, we have a unique perspective on the global beauty industry. From international mass-market and luxury corporations to mid-level indie brands and contract-manufacturers, we are the global trend source with the largest number of beauty clients. Here are some of the brands we work with:
The Macrotrends Behind Our SS 2020 Forecast

How do we determine our Spring Summer 2020 Forecast concepts? Crystal ball aside, here’s our methodology. Every six months, our team of international experts from different fields meet to exchange research and projections for the future.

The new Macrotrend Connections report shares our key findings, mapping out the societal and consumer lifestyle trends that shape our Forecast concepts each season.

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**NEW FEATURE! Beauty Movements**

Introducing a new report. Each season, BEAUTYSTREAMS will showcase key movements in beauty. For Spring/Summer 2020, we highlight nine trends that have peak relevance during that season and show how our Forecast stories link with several of these trends.

### Eye Focus
The new make-up and skin care emphasis

### Hybridification
Blurring the lines between make-up, hair, and skin care

### The Clean Movement
Naturalness meets safety

### Light & Fluid
Refreshing and barely-there textures

### Mental Cosmetics
Mood-enhancing, anti-anxiety, and balancing benefits

### Good Vibrations
Wave-emitting devices that reinforce active ingredients

### Effect Switching
Magical transformations with highly visual impact

### Crimping
New crimping options with devices and stylers

### High on Hormones
Adapting skin care to puberty, pregnancy, and menopause
Empatech
COLORS & CONCEPTS
SS 2020
**Empatech - Intro**

**EMPATECH** targets consumers who want the best of both worlds: self-indulgence and empathy. This new breed knows that the future lies in their hands as they use their buying power to create a better world. They appreciate technologically advanced formulas and devices that appear soft and human.

**MAIN ELEMENTS**

**Purposeful Luxury:** Self-indulgence goes hand in hand with the greater good. Indulge yourself in luxury while ‘healing the world.’

**Humanization:** Technology takes approachable, almost human-like forms. Artificial intelligence imitates human imperfections in order to add soul to creations.

**Soothing Nature:** As nature enters our everyday environment, urban landscapes, workplaces, as well as formulations are made gentle through natural elements.
THANK YOU

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BEAUTYSTREAMS

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