

# THE BEAUTY DAYS

## THE HOUSE OF FRAGRANCE AND BEAUTY

Launching October 14<sup>th</sup> 2025

The Beauty Days, in partnership with the VKE and The Fragrance Foundation Germany, is excited to announce **"The House of Fragrance and Beauty."**

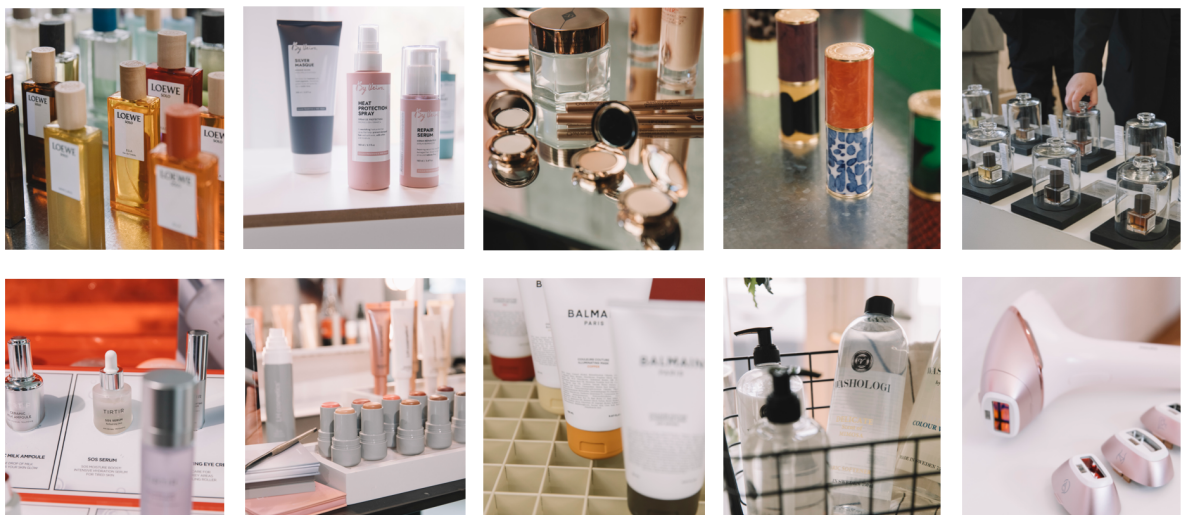
Formerly known as The Beauty Press Days, The Beauty Days has chosen a new title that encompasses all channels of networking and communication.

This exclusive one-day event on **October 14<sup>th</sup> 2025**, as part of The Beauty Days (running from October 14<sup>th</sup> - 15<sup>th</sup> 2025), will be hosted at the AMTSALON. The four-story venue will showcase a curated selection of leading beauty and fragrance brands, complemented by expert-led masterclasses and panel discussions.

Building on the success of The Press Days and The Beauty Days, we are thrilled to elevate the beauty platform to the next level.

**Markus Grefer, President of VKE Kosmetikverband:** *"The House of Fragrance and Beauty brings the entire selective beauty industry under one roof - physically, authentically, and with purpose. It's a place where meaningful connections are made: between brands and media, retailers and creators, industry experts and consumers. As VKE, we believe in the power of real exchange to drive innovation, strengthen partnerships, and shape a forward-looking beauty market."*

**Udo Heuser, President of The Fragrance Foundation Germany:** *"Fragrance is emotion, identity, and culture. With The House of Fragrance and Beauty, The Beauty Days have created a stage where the magic of scent can unfold and connect with a wider audience. In times where dupes threaten authenticity and creativity, this platform proudly champions original olfactory artistry and the true value of perfumery."*



The next edition of The Beauty Days will take place in October 14<sup>th</sup> - 15<sup>th</sup> 2025.

For more information about The House of Fragrance and Beauty, including masterclasses and panel talks please contact:

The Press Days / The Beauty Days

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### About the Beauty Days

Over the past 18 years, *The Press Days* has grown into a trusted and established event, uniting media, influencers, stylists, and industry professionals from Germany, Austria, and Switzerland. Building on its success and recognising the growing demand for a dedicated beauty platform, we launched "The Beauty Press Days".

The first *The Beauty Press Days* took place on October 19th and 20th, 2023, in Berlin, where media professionals, influencers, hairstylists, and makeup artists gathered to connect with leading beauty brands.

The event has been rebranded as *The Beauty Days* to encompass all networking and communication channels.

*The Beauty Days* continues to support brands nationwide, showcasing a diverse range of sectors including Hair, Cosmetics, Beauty Technology, Wellness, Fragrance, Skincare, and Spa.

As a dedicated platform, *The Beauty Days* highlights the latest innovations, expertise, and storytelling within the beauty and wellness industries.

Held biannually as part of *The Press Days*, the event features engaging activations, masterclasses, and curated content designed to foster meaningful connections between beauty brands and top media, influencers, and industry professionals.

In April 2025, *The Beauty Days* had the privilege of hosting around 600 guests over two days, further reinforcing the event's significance and excitement within the fashion, lifestyle, and beauty industries.

### The Beauty Days - Previously Participating Brands

Anastasia Beverly Hills, Aspriva, Atype, Balmain Hair, Banana Beauty, Batiste, BeHighlyBlessed, Björn Axén, Byredo, By Veira, Caia Cosmetics, Clarins, Cloud Nine, Charlotte Tilbury, Color Wow, Comfort Zone, Ctnz Cosmetics, Davines, Dries Van Noten Perfumes, Dr Spiller, E.I.f., Emil Élise, Estrid, Evy Technology, Flaconi, Fleeky, Florence by Mills, Gant, Haan, Hachiko, Hero, Hugo Boss, I+m, Ih Cosmetics, Il Makiage, Invisibobble, Isadora, Kess Berlin, Keys Soulcare, Kiko Milano, Kinfill, Kiss, L'artisan Parfumeur, L:a Bruket, La Mer, Living Proof, L'occitane, Loewe Perfumes, Luvia, Lyko, M·A·C, Mádara, Mantle, Maria Nilamatiere Premiere, Medicube, Merme Berlin, Miin Cosmetics, Morphe, Narciso Rodriguez, Nu3, Olaplex, Orgaenic Lifestyle, Quinta, Raer, Redken, Pat Mcgrath Labs, Paula's Choice, Penhaligon's, Pink Gellac, Philips Beauty, Rossmann, Roum, Sachajuan, Skoud, Skin1004, Soeder, Sol De Janeiro, Susanne Kaufmann, Tangle Teezer, Tirtir, Ulike, Up Candle, Yepoda, Yves Rocher, Zalando Beauty

### About the VKE

The VKE Kosmetikverband is the representative body for manufacturers and distributors in the selective cosmetics market. It offers various platforms and formats for exchange among and with stakeholders.

*Mission Statement:* Together with our members and partners, the VKE Kosmetikverband is shaping the selective cosmetics market. Our actions are always centered around consumers and a forward-looking, future-focused approach with our claim: Connect Beauty To Grow.

We stand for transparent and sustainable growth. We take social and environmental responsibility in achieving our economic goals. With the founding of the Sustainability Beauty Pact, we are contributing to the achievement of the UN Sustainable Development Goals and are committed to this throughout the entire value chain. We are prepared to be measured by this standard.

Consistent, channel-appropriate brand management is our guiding principle! In everything we do, we strive to create flexibility and fair scope for action within a legally reliable and binding framework.

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### About the Fragrance Foundation Germany

The Fragrance Foundation Germany brings together manufacturers and suppliers from the perfume industry, as well as retailers and media representatives. Their shared goal is to preserve perfume as a precious cultural asset, present it as a luxurious accessory, and share its fascination with a broad audience.

The idea of honoring perfumes with a prestigious award originates from the U.S.-based Fragrance Foundation. The DUFTSTARS have been awarded in Germany since 1993.

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