



20 & 21/11/2021

The Market, Antwerpen



• 20 & 21 November @The Market, Antwerpen



BEAUTY FESTIVAL

- **When? 20/11 night + 21/11 all day**
- **Where? The Market, Antwerpen**

- **IG proof location in a city center Station + parking facilities**

Tickets via Flair.be & Feeling.be : 4 slots – 400p

- **Soirée (100 participants) : 20/11**
- **Breakfast time (100 participants) : 21/11**
- **High tea time(100 participants) : 21/11**
- **Apero time(100 participants) : 21/11**

- **Beauty Festival Goodiebag**

- **Focus:**
 - **Unique beauty experience**
 - **Self-care & Enjoy**



UNIQUE STORY

Don't miss out the only beauty festival in Belgium / Flanders!

An inspiring and fun event that gives you the opportunity to connect to a valuable audience of beautylovers.

#flairfeelingbeautyfestival





WHAT CAN OUR BEAUTY LOVERS EXPECT?

All ins & out on beauty will be shared and new and known brands can truly be discovered through **beauty experiences**

- stands
- treatments
- touch-ups
- workshops
- talks

All of this on a beautiful location, totally **IG proof!**

With the help of our beauty experts & journalists and in cooperation with beauty ambassadors, influencers and the best beauty labels.



Treat yourself experience

Flair and Feeling's Beauty Festival offers you a happy moment of self-care. You get tips from your favorite brands and beauty editors to find the products that bring you pleasure. You will be immersed for three hours in a world of beauty with products to test, master classes, unique experiences and delicious beauty food.



Instagrammable event

Color + surprise

self-care, colorful

Little visual reminders everywhere that refer to a wonderful day of pampering for yourself. Quotes on the floor, on the walls, Instagram corners.



SOME IDEAS straight from the Flair & Feeling beauty ♥

STANDS/TREATMENTS/ TOUCH-UPS	WORKSHOPS	TALKS
<ul style="list-style-type: none"> • Skin bar – skintest <p>A consult with the beauty editors and in cooperation with dermatologists.</p>	<ul style="list-style-type: none"> • Beauty call <p>Wake-up make-up - Our popular beauty column brought to life: live tutorials.</p>	<ul style="list-style-type: none"> • Beauty taboo <p>Panel with experts: toxicologists, dermatologists, plastic surgeons. Do's & don't's on botox, fillers, coolsculpting and other treatments.</p>
<ul style="list-style-type: none"> • First Aid on Beauty Issues <p>With a selection out of your beauty closet, our beauty editors give general advice: what textures to use for what skintypes,...</p>	<ul style="list-style-type: none"> • Hair call <p>Live hair tutorials.</p>	<ul style="list-style-type: none"> • Sustainability <p>How to recycle and sort your products? What you should pay attention to if you want to use green products?</p>
<ul style="list-style-type: none"> • Make-up & Hair bar / how to's <ul style="list-style-type: none"> - Smokey eyes - The perfect base: foundation - Camouflage contouring & highlighting - How to make your lips look bigger - How to apply eyeliner - Nails - Brows - Wrinkles & circles 	<ul style="list-style-type: none"> • Een goede houding <p>The importance of a good posture for your presence. By Goedele Leysens</p>	<ul style="list-style-type: none"> • Perfume <p>What does a good perfume do to you? By Sofie Albrecht</p>



Welcome

Readers receive a beauty bag with a clipboard and a self-care booklet/menu on it to fill in during the festival. This way they can write down their favorite products, make-up colors and skin analyses.

SELF CARE

1 0 1



social media
detox



nap time



face mask &
skincare



get creative



bubble bath



listen to
music



journal
everyday

30 minutes of
yoga



Beauty corners

Location: open space downstairs

Beauty corners of partners have been set up throughout the lobby, which readers can choose freely. A bit of a market feeling, where they find information and samples and personal advice. Nice extra: if a partner does an activation (short hand massage, skin analysis, etc.)



Beauty rooms

Location: separate rooms

In surrounding rooms, separate beauty worlds are created for each GOLD & SILVER partner, where you have a unique experience in a session of +/-15min. These are more intimate sessions.

As:

The Spa Room

The Hair Room

The Fragrance Room (interieur of parfum)

The Brow Room

The Lipstick Room

The Make-up Room

The Skincare Room

The Massage Room

The Mind & Body Room (vb. Supplementen)

The Nail Room



Beauty Masterclass

Location: auditorium

Gold & Silver partners of Flair/Feeling organize a talk here

Facial massage with gua sha (you get stone home)

Perfume workshop with Sofie Albrecht Feeling Expert

The 10 minute face: a short natural glow makeup that suits everyone by Charlotte De Loose Flair Expert

Sustainable beauty: how to? Sanne De Lee



Beauty Food

Beauty elixirs / water bar with explanation

Detox water (mint, cucumber)

Glow water (vitamin C, watermelon)

Antioxidant water (blueberries, garnet)

Appetizers

Menu to recreate it yourself at home + beauty benefits per dish

Beauty foods: salmon, ginger, vitamin C,

No focus on light, but on healthy



WHAT CAN YOU EXPECT AS A PARTNER?

Interaction with your target group: Beauty lovers Feeling and Flair.

**Show your expertise, tell your story, bring and test your products.
Create a consumer experience with your target.**

The opportunity to connect to the Flair & Feeling lovers, experts, journalists, ambassadors and influencers, with YOUR story and an integrated 360° approach via both brands.



FLAIR & FEELING MEDIAREACH (VL)



FREQUENCY
 CIRCULATION
 NR OF READERS LAST PERIOD
 TARGET GROUP LADIES
 SOCIAL CLASS
 UV/M WEBSITE
 NEWSLETTER
 FACEBOOK
 IG

weekly
 49.178
 417.178.
 18-44
 1-2
 767.139
 77.5
 205,6K
 104K

monthly
 61.820
 249.334
 25-54
 1-2
 475.848
 40K
 67K
 23,3K



COMMUNICATION PLAN

PHASE I // CALL TO ACTION (Sept-Nov. 2021)

- Ad run of the event / Flair & Feeling
- Editorial integration with beauty special made by the beauty journalist and integrated online & social plan/Flair & Feeling
- Dedicated newsletter

PHASE II // EVENT (Nov-Dec 2021)

- Event
- Social media push day of the event/ Flair & Feeling

PHASE III // POST ACTION

- Coverage of the event in Flair (end Nov.) & Feeling (beginning of Dec) in the magazine & online

Off course all agreements made according to the package are included.



PARTNERSHIPS

PARTNERSHIPS	GOLD	SILVER	BRONZE PREMIUM	BRONZE	IRON
PRICE	30K	10K	5K	2,5K	1,5K
EVENT					
Stand	Stand via Experience Room	Stand via Experience Room	Stand BeautyCorner	Stand BeautyCorner	
Talks	Integration in a TALK AND	Integration in a TALK OR			
Workshop	Integration in a WORKSHOP	Integration in a WORKSHOP			
Goodiebag	Participation	Participation	Participation	Participation	Participation
PRINT					
Editorial integration in Flair and Feeling about the Beauty Festival	X	X	X		
Mention of the logo on advertising pages of the FFBF	X	X	X	X	X
Editorial integration (1/4) in a Flair or Feeling section for your brand	X	X			
1 / 1pg in Feeling or Flair during the event period with a FFBF sticker	X				
Dedicated competition in Feeling or Flair	X				
ONLINE					
Redactionele integratie op Flair.be over het FFBF	X AND	X AND	X AND	(x) OR	
Editorial integration on Flair.be and Feeling.be about the Beauty Festival	X	X	X	(x)	
Mention of the logo on the event website	X	X	X	X	X
editorial article in Flair OR Feeling for your brand	3 articles	1 article			
Dedicated competition	X				
SOCIAL					
integration into IG stories as Feeling of Flair content	X	X	X	X	X
IG (feed & stories) & FB Feeling & Flair integrations	3	1			



CONTACT

Bedankt voor je interesse!



BEAUTY FESTIVAL

Flair & feeling

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