

# Game-changing new festival celebrates a powerful and authentic vision of African beauty

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*The African Hair and Beauty Festival provides the platform to connect with Africanistas seeking products that inspire confidence and pride from head to toe.*



She's bold, vibrant and fierce. And now, the Africanista – a woman who doesn't conform to anyone's notion of beauty but her own - has a throne to celebrate her allure with the arrival of the **African Hair and Beauty Festival**.

Unapologetically African and set to be a disruptor in the local beauty industry, this one-of-a-kind 360-degree showcase of local and international brands, products, treatments and services caters to a new generation of consumers actively seeking out products specifically designed for brown-skin girls and women.

The **African Hair and Beauty Festival**, which takes place at the landmark Johannesburg Expo Centre, Nasrec, on 3 and 4 October in 2020, is an innovative new venture from Specialised Exhibitions Montgomery, the largest trade show organiser in southern Africa.

The expo allows brands ranging from the newly launched to the established to powerfully and effectively connect with a sought-after consumer holding exponentially growing spending power.

From cosmetics carefully created to suit her and haircare enhancing her crowning glory, the **African Hair and Beauty Festival** will be the go-to place for the Africanista to immerse herself with products which inspire confidence and pride from head to toe.

"These multi-faceted women have careers and families, are passionate about their appearance and place a high value on looking and feeling their best. The **African Hair and Beauty Festival** will undoubtedly provide them with an indispensable platform to uncover the products created for them to ensure that they can face the world with confidence," said Nothando Marhwa – Exhibition Manager at Specialised Exhibitions Montgomery.

The expo allows brands to tap into the lucrative R27-billion South African beauty market with an estimated annual growth of

4.6%. It arrives at a time when beauty brands the world over are answering the call to expand their product offering to acknowledge and celebrate diversity and inclusion in skin tone and hair types.

Under the theme, "Celebrating the Africanista you are", the **African Hair and Beauty Festival** offers visitors a uniquely immersive sensory experience including masterclasses, live demos and seminars with leading beauty experts revealing the leading trends and ultimate beauty hacks which will leave them feeling empowered and ready to take on the world.

The **African Hair and Beauty Festival** offers a host of packages for exhibitors encompassing beauty in all its facets:

- Hair (including all hair supply and extensions, styling procedures, products, treatments and care services for ethnic and processed hair types)
- Beauty (makeup products, innovations, services and more for the face, eyes, cheeks, skin and lips)
- Nails (encompassing all nail-related products, services and applications for the hands and feet)

With visitors attending the expo receptive to discovering new products, exhibitors participating are provided with an effective opportunity to amplify brand awareness, bolster sales, launch new products and build brand loyalty by directly connecting with thousands of new faces while growing affinity with the coveted and growing market of black women aged between 18–50, as well connecting with existing clients.

The **African Hair and Beauty Festival** is supported through an extensive multi-channel marketing campaign which will maximise opportunities through a combination of direct and indirect communication including advertising, innovative activations and media partnerships along with a multi-faceted social media campaign.

To find out more about the African Hair and Beauty Festival, visit [www.africanbeautyfest.co.za](http://www.africanbeautyfest.co.za).

### About Specialised Exhibitions Montgomery

The **largest trade show organiser** in southern Africa, Specialised Exhibitions Montgomery offers a vast portfolio of world-class shows across a broad spectrum of industries and delivers a good return on investment for exhibitors.

The company, with a proud heritage spanning 50 years, is owned by the prestigious Montgomery Group, one of the most widely respected exhibition companies in the world with trade shows, consumer shows and specialist projects in Europe, the Middle East, Africa and Asia.

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