

# BEAUTYSTREAMS

PRESS RELEASE

September 2020

## **BEAUTYSTREAMS Launches A Visionary Industry Event: The Openstreams Global Beauty Industry Summit**

BEAUTYSTREAMS, leading beauty trend platform, launches a landmark industry event:

**The Openstreams Global Beauty Industry Summit** on October 23, 2020. This pivotal initiative gathers together key international beauty associations and trade show organizations from countries around the world including: Australia, Brazil, China, Colombia, South Korea, France, Germany, India, Indonesia, Italy, Japan, Spain, United Kingdom, and the USA. The objective is to foster global collaboration, by exploring common goals and solutions in order to strengthen the industry's ecosystem.

### **OPEN TO ALL**

The Summit is the inaugural event of the Openstreams Foundation, a non-profit organization established by BEAUTYSTREAMS Founder & CEO Lan Vu to mark BEAUTYSTREAMS' 10<sup>th</sup> anniversary this year. The Openstreams Foundation's mission is to promote awareness of key issues related to the beauty industry, including women's empowerment, education, self-esteem, and gender equality.

"We are grateful to the beauty industry. After a decade as a key industry player, we wanted to give back to the community," said Ms. Lan Vu, Founder & CEO of BEAUTYSTREAMS. "Today's crisis underlines that borderless collaboration and a holistic industry approach are more vital than ever. Our hope is that the Summit will pave the way towards continuous industry exchange worldwide."

Access to the Summit is open and complimentary to the global beauty industry. Discussions will provide expert perspectives, first-hand information, and insights into industry practices around the world. This is especially critical during this pandemic period, which has no precedence, and whereby, prior statistical data cannot be relied upon for future forecasts.

### **THE UNITED NATIONS FOUNDATION**

The Summit was originally scheduled to take place at the United Nations headquarters in New York, a symbol of diplomacy among nations. However, due to the recent pandemic, the event will now take place online.

The COVID-19 pandemic has impacted us all. BEAUTYSTREAMS and the Openstreams Global Beauty Industry Summit are pleased to support the The COVID-19 Solidarity Response Fund, powered in partnership by the United Nations Foundation and the Swiss Philanthropy Foundation. The COVID-19 Solidarity Response Fund will give individuals and companies the ability to directly support the World Health Organization's and partners' efforts to track and understand the spread of the virus; to ensure patients get the care they need and frontline workers get essential supplies and information; and to accelerate efforts to develop vaccines, tests, and treatments. Donations are encouraged and should be made directly online: [The COVID-19 Solidarity Response Fund](#).

Through the Openstreams Global Industry Summit, BEAUTYSTREAMS hopes to create a movement towards borderless collaborations worldwide.

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### **About BEAUTYSTREAMS**

BEAUTYSTREAMS is the global beauty industry reference. The platform is an indispensable source of future insights and market intelligence for brands on six continents. Over the past decade, BEAUTYSTREAMS has been working behind the scenes to support and advise the world's beauty companies. Though the nature of the business is confidential and remains relatively under the radar, BEAUTYSTREAMS' insights have powered many successful brand and product launches throughout the world. And our future vision has informed the long-range global strategies of many brands.

### **About Lan Vu**

Lan Vu is the Founder and CEO of BEAUTYSTREAMS, the global beauty industry reference. Ms. Vu is a renowned trend forecast visionary with over 30 years of experience in the fashion and beauty fields. Companies worldwide have relied on her forecasts and insights. Her unique background – born in Vietnam, raised in the States, and living in France – give her an innate understanding across different cultures. Ms. Vu is a frequent lecturer at industry events worldwide, and is often quoted in leading international consumer and trade publications. She graduated from the Fashion Institute of Technology in New York.

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**For more information, visit: [www.openstreamsfoundation.org](http://www.openstreamsfoundation.org).**

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***\*Note: A complete list of participating organizations is available upon request.***