

17 – 20 MARCH 2022  
MiCo – GATE 16 | Via Gattamelata, Milano

## BRAND EVALUATION CRITERIA

Experience Lab aims to give visibility to excellence and high quality products from the sector of Beauty Excellence, Toiletries, Cosmetics and Make-Up.

Experience Lab wants to be recognized as an international point of reference for all of the brands presenting themselves for the quality of their offerings and their marketing choices, and their distinctive distribution of Beauty Excellence.

The purpose of Experience Lab is to create a meeting opportunity for the producers, therefore only the parent companies are authorized to exhibit.

Whether a distributor - and not a producer company - applies, the application must enclose the authorization to exhibit with the signature of the parent company.

In order to realise an exhibition that shows the most peculiar offerings in the sector and which is also able to give opportunities to new creative realities aspiring to enter this field, the following criteria have been defined by the Technical Committee:

### Qualitative - Artistic Criteria

- The **image and the philosophy** of the brand should be based upon **a credible and documented history**, which translates into products and compositions expressing **quality** and **artistic** characteristics, as well as those of **uniqueness** coherent with a declared affiliation with Beauty Excellence.
- The creations must display an **aesthetic-stylistic coherence** so that every single product can be recognised as belonging to the brand's graphic design scheme.
- The brand must offer creations of high artistic, qualitative and stylistic value, to be sold through **assisted sales** and not self-service.
- The brand's offerings must be **directed toward consumers** seeking creations of great originality, character and quality.

## Distribution Profile Analysis

- The brand must be proposed in **European and Extra-European markets** through an extremely **selective and high quality distribution** network in order to maintain its peculiarity.
- The quality and selectivity of the distribution must be homogeneous in every country in which the brand is proposed.
- Its **market share** is not greater than **0.2%** of the overall turnover in the beauty sector in the individual countries in which it is found.

## Information and development of the distribution network

The concession holders must be able to offer precise information on **history, philosophy** and **quality** of the products, in order to communicate these competently and correctly to the end user. **The related hard copy, digital or online documentation must be provided to Experience Lab.**

## Selection procedure for the definitive list of exhibiting brands to be submitted to the Technical Committee

The Organizing Committee composes a list of the brands to be submitted to the Technical Committee according to the following steps:

1. A list of all of the brands that have applied for admission to Experience Lab is gathered.
2. The Organizing Committee will compose a list of the brands that have applied for admission and will divide the brands into three categories:
  1. New Brands
  2. Brands attending the previous editions

## EXPERIENCE LAB EXECUTIVE AND ADVISORY BODIES

### Organizing Committee

#### Duties

The Organizing Committee is responsible for the ideation, planning and realisation of Experience Lab, with the assistance of the organisational team.

The Organizing Committee performs the following activities:

1. **Defining the criteria for the choice of brands admitted to Experience Lab:** The Organizing Committee defines and proclaims the criteria that are followed for the selection of the brands that will be admitted as exhibitors at the Experience Lab. So as to implement the criteria over time, taking into account the evolving reality of the sector, the Organizing Committee will coordinate a series of meetings and encounters on this theme with the representatives of the brands. These proceedings, composed of free critical expression and opinion collection are held to be essential in order to harmonise the criteria, based on suggestions considered of importance for an improved definition of the sector involved, to which the exhibition will be directed.
2. **Constitution of the Technical Committee and assignment of members:** With the first definition of the criteria, Experience Lab completes an important step toward its main objective: to become an authoritative international appointment dedicated to all of the brands and distributors of Excellence Beauty. For a more appropriate application of the same, the Organizing Committee will make use of the consultancy of a Technical Committee.
3. **Proposal of the temporary and final brands list:** Having received the forwarded applications from the brands who manifest their intention to participate in Experience Lab, the Organizing Committee will take on the compilation of a **list**, made up of all the brands that correctly applied, according to the categories *New Brands and Brands* attending the previous editions. Once defined, the **list** will be forwarded to the Technical Committee, which will express its judgment. The Organizing Committee will draw up the official **list** on the **unquestionable** assessments made by the Technical Committee.
4. **Evaluation of the brands:** concerning not-admitted brands, once the list referred to in point 3. has been published, the Organizing Committee will be available, before the edition of Experience Lab, for an assessment on those applications that were not considered due to late delivery or incomplete data. This will be an opportunity, for excluded brands, to integrate incomplete applications or justify the delay in the submission.
5. **Judgment of the brands:** the assessments made by the Technical Committee is unquestionable.
6. **Ideate and manage the activities and initiatives addressed to the public visiting the exhibition.**

## Technical Committee

### Duties

The members of this team will have the duty of expressing a judgement on the **list**, which gathers all of those brands that can be admitted to the event.

In particular they will have to express themselves defining:

1. Brands admitted to Experience Lab
2. Brands **not admitted**

### Composition of the Technical Committee

The members will be Italian, European and Extra European distributors and retailers, chosen unquestionably by the Organizing Committee. **5 candidates** will be selected in the attempt to form a representative panel capable of expertly expressing itself concerning the provisional brands list, which gathers admitted and not-admitted brands, transmitted by the Organizing Committee.

The role of President of the Technical Committee will be fulfilled, in rotation and with an annual term in office, by one of the members of the Organizing Committee.

Each component selected who will then confirm his or her availability to take part in the Technical Committee, will be asked to express his or her opinion filling up the specific form and sending it back to the Organizer by email or fax. There will be a limited period of time in which each member may deliver his or her judgment on the preliminary assessment of the Organizing Committee.

Each member will have free access to the documentation provided by the brands and will receive the documents and samples of the brands that will attend Experience Lab for the first time.

The list of the candidates among whom the members of the Technical Committee will be selected will be published, but the names of the members who will be awarded memberships will not.

For each member of the Technical Committee, at least one substitute member will be identified in order to replace the official member with immediate effect in the event of his/her resignation or forfeiture of the office after the terms agreed and defined in the letter of designation.

Below the list of professionals among whome the members of the technical committee are nominated (last update December 2019).

Professionals		
Mr. Adel Hamdan	Plethora	UAE
Mr. Alberto Panteo	Profumeria Panteo	Italy
Mrs. Alessia Auriemma	Visionary Lab	Italy
Mr. Alireza Khazal	Luxassist & Co/Sesame by JV	Iran
Mr. Andrea Casotti	CFF Spa	Italy
Mr. Andrius Remisevskis	UAB Alteus-Crème de la crème Boutique	Lituania
Mrs. Annalisa Betti	Journalist	Italy

Mr. Antonio Alessandria	Profumeria Boudoir 36	Italy
Mrs. Cathy Boston	Colonial Drug	USA
Mr. Chris Hawksley	The Orange Square Co. Ltd.	England
Mr. Christian Lengling	MASTER BRANDS e.K	Germany
Mrs. Christiane Behmann	Hautsache in Oldenburg-rare Parfum...	Germany
Mrs. Claire Hawksley	Les Senteurs	UK
Mrs. Cristina Balan	Elysee Concept	Romania
Mr. David Albrecht	Albrecht Parfümerie seit 1732	Germany
Mr. David Frossard	Different Latitudes / Liquide	France
Mr. Davide Gherardi	Officina s.r.l.	Italy
Mr. Emanuele Burato	Profumeria Raffaele Terriaca	Italy
Mr. Ermano Picco	Journalist	Italy
Mrs. Esmeralda De Fouw	Beauty Must Haves	Holland
Mr. Eugenio Alphandery	Officina Profumo di Santa Maria Novella	Italy
Mr. Filippo Barbero	Bomonde	Spain
Mr. François Hénin	Jovoy Parfums Rares	France
Mr. Georg R.Wuchsa	Fa Wuchsa	Germany
Mrs. Giorgia Petrini	Carlotta's Beauty Shop	Italy
Mr. Giovanni Padovan	Profumeria "Al Sacro Cuore"	Italy
Mrs. Haifa Al Rajhi	O – 100	UAE
Mr. Herbert Stricker	HS-Style GmbH	Germany
Mrs. Joanna Missala	Perfumeria Quality Missala sp.j.	Poland
Mr. Johann Vitrey	Sesame by J.V. / Scento2	France
Mr. Jon Olascoaga	Perfumeria Urbietta	Spain
Mrs. Kathryn Malley	Lafferty's	Germany
Mrs. Laurence Arrigo Klove	Bongénie Grieder	Switzerland
Mr. Lorenzo Preattoni	Profumeria G. Preattoni	Italy
Mr. Lorenzo Villoresi	Lorenzo Villoresi	Italy
Mr. Luca Falchetti	Essenses SRL	Italy
Mrs. Madeleine Florescu	Madison	Romania
Mr. Marc Hengartner	Hyazinth Parfumerie	Switzerland
Mrs. Mariham Habashy	Le Nez Fragrance Bar	Egypt

Mr. Mihai Dascaluic	Das Elite	UAE
Mr. Nicolas Cloutier	Nose Paris	France
Mrs. Nicole Schafroth	Le Parfums Vienna	Austria
Mrs. Ornella Gambarini	Profumeria Gambarini	Italy
Mr. Patrick Pace	P.I.D.C Srl	France
Mr. Philip Hillege	Skins Cosmetics	Netherlands
Mrs. Roberta Marazzi	MR	Italy
Mr. Roberto Drago	Kaon	Italy
Mr. Roja Dove	Urban Retreat Harrods	UK
Mr. Sergey Borisov	Journalist	Russia
Mrs. Silvia Perricone	Neos 1911	Italy
Mrs. Silvia Vanin	Profumeria Glamour	Italy
Mr. Silvio Levi	Calé Srl	Italy
Mr. Stefano Saccani	Stefano Saccani	Italy
Mr. Stefano Vittorio	Profumeria Vittorio Giudice	Italy
Mr. Valentino di Liello	Campomarzio70	Italy