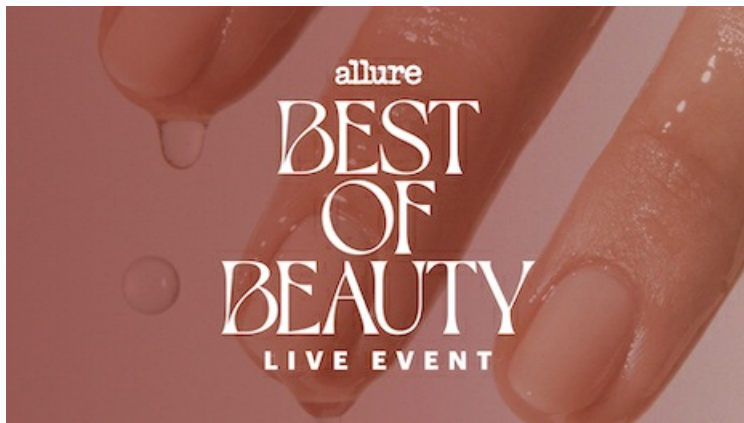


MEDIA/PUBLISHING

Arriving this fall, Allure to launch Best of Beauty' live event in NYC

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The inaugural Best of Beauty: The Live Event programming will take place at New York City's Chelsea Industrial on Saturday, Oct. 21. Image courtesy of Allure

By LUXURY DAILY NEWS SERVICE

Cond Nast-owned publication Allure is bringing its beauty closet to the Big Apple *Luxury Daily* presents news of the inaugural live event exclusively.

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Public-facing programming will soon grab the attention of everyday consumers and industry professionals alike as the magazine announces **Best of Beauty: The Live Event**, an affair taking place at New York City's Chelsea Industrial on Saturday, Oct. 21. Attendees can look forward to editor-curated booths featuring Best of Beauty winners and partners, as Allure leverages 27 years of awards expertise to offer master classes, panels discussions and more.

"At Allure, we take pride in exploring thousands of beauty products each year to share the 'best of the best' with our readers," said Jessica Cruel, editor in chief at Allure, in a statement.

"This year, we're beyond excited to bring the editorial experience to the public for the first time ever with the 'Best of Beauty: The Live Event,'" Ms. Cruel said. "Not only is this a chance for our readers to get exclusive access into the world of a beauty editor, but an opportunity to listen and connect with a larger community on what's next for the future of beauty."

Best of Beauty takes NYC

Best of Beauty: The Live Event guests are in for a day of discovery, conversation and celebrity brand founder sightings.

A special conversation with multiplatinum singer-songwriter and "LOVED01" founder John Legend anchors the event, with additional talent and a full programming schedule to be announced in the coming weeks.

Cameos aside, those on-site at Chelsea Industrial will walk away with a gift bag including products from Best of Beauty winners and event partners, with opportunities to receive complimentary skin, hair and nail treatments alongside informative beauty downloads.



Now live, tickets for Best of Beauty: The Live Event start at \$59. Image courtesy of Allure

Allure is giving those interested in obtaining upgraded access special perks.

Those attending via VIP entry will enjoy all perks of general admission plus expedited entry, VIP-only appointments, VIP-only access to the first panel of the day, priority access to book one additional panel in advance and a premium gift bag.

Presented by Xeomin (incobotulinumtoxinA), **Best of Beauty: The Live Event** sponsors include AARP, Abature, Amazon, Dove, EltaMD Skincare, KISS, Loved01, Nexxus, SkinCeuticals and TRESemm.

Held from 10 a.m. to 5 p.m. on Saturday, Oct. 21, tickets start at \$59 and are now live. Those interested in joining Allure for the occasion can head to <http://allure.com/bestofbeautylive>.

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