

BEAUTY

WWD Sets Date For NYC Beauty Digital Forum

● Julia Sloan of Nars, Kory Marchisotto of E.l.f. and Trinny Woodall of Trinny London are among this year's speakers.

BY ALLISON COLLINS

It's 2020, and the beauty world will be gearing up for the next decade of digital innovation.

This year's WWD Beauty Digital Forum will be held Feb. 12 at the New York Historical Society on Central Park West, after several years of being hosted at the Museum of Jewish Heritage in downtown Manhattan.

This year's agenda includes speakers from both indie and legacy brands, including Prose, Trinny London, Revlon and Nars. Speakers will walk attendees through digital innovations that will affect the way beauty brands do business.

Guests can expect to learn about how short-form mobile video is transforming engagement, the next innovations in social shopping, pushing the envelope with personalized experiences, advancing clean beauty through online education, getting inside the heads of Gen Z beauty junkies and leveraging artificial intelligence and consumer data.

Speakers include Julia Sloan, senior vice president of global marketing and integrated communications for Nars Cosmetics; Michelle Belsic, vice president of brand strategy for Dash Hudson; Kory Marchisotto, chief marketing officer for E.l.f. Cosmetics; Mitch Spolan, executive vice president of marketing services for Chegg Inc., with a panel composed of members Gen Z; Jennifer Goldfarb, executive chairwoman and cofounder of Ipsy; Lauren Thermos, director of global integrated media and marketing for Revlon; Pier-Loic Assayag, chief

executive officer of Traackr; Eric Gruen, North America brand director for Olay; Brooke Carlson, professor of cosmetics and fragrance marketing and management for the Fashion Institute of Technology; Wayne Liu, senior vice president and general manager of Perfect Corp.; Trinny Woodall, founder of Trinny London; Lizzy Eisenberg, director of market development for Afterpay, and Paul Michaux, vice president and cofounder of Prose, with Arnaud Plas, ceo and cofounder of Prose.

The event will be followed by a wine reception, and punctuated with networking breaks. Lunch will be served.

At last year's event, Chegg's Gen Z panel – which will be happening again – was the standout. There, youngsters explained their beauty shopping habits to the room, including reliance on reviews and YouTube videos for purchasing decisions.



