




ILIA

INDUSTRY REPORT May 2024

INDUSTRY NEWS

- [Grace Coddington is Merit's newest face – why older women are the key to the brand's success](#) - Glossy
- [I'm Swapping My Thick Body Lotion for This Osea Hydrating Serum](#) - Us Weekly Online
- [Sofia Coppola's Latest Release? A Lip Balm](#) - The New York Times Online
- [Makeup By Mario Just Bottled Your Glowiest Summer Skin](#) - Byrdie
- [Bella Hadid's Debut Fragrances Are Available to Shop Right Now](#) - Harper's Bazaar
- [ELF Is First Beauty Brand Named Primary Sponsor for an Indy 500 Driver](#) - Happi
- [EXCLUSIVE: Frankies Bikinis Sweetest Swimwear Collection Yet Is Coming to NYC](#) - WWD
- [Who What Wear 100 Beauty Awards 2024](#) - Who What Wear

INDUSTRY ACTIVATION

Cafe Saie Chicago Activation	Frankie's Bikinis Sweet Shop	Rare Beauty AAPI Month Dinner
 A photograph of a table at Cafe Saie. On the table are several plates of food, including pancakes, a burger, and a bowl of fruit. A sign on the table reads "Cafe Saie" and "14".	 A photograph of a display case filled with various colorful candies. The sign above the display reads "Sweet Shop FRANKIES BIKINIS". A social media-style watermark at the bottom says "yummmmmmm 🍬💕 @frankiesbikinis".	 A photograph of a table setting for a dinner. A name card reads "Ariana Yaptangco". A yellow card on the table says "Rare Beauty". A social media-style watermark at the bottom says "AAPI month dinner with @tokibunbun 🍷🍷 @rarebeauty @monsemaison".
We Wore What Blowout Bar	Hero Cosmetics Miami Influencer Trip	Orebella Launch Dinner



Rare Beauty Mental Health Summit



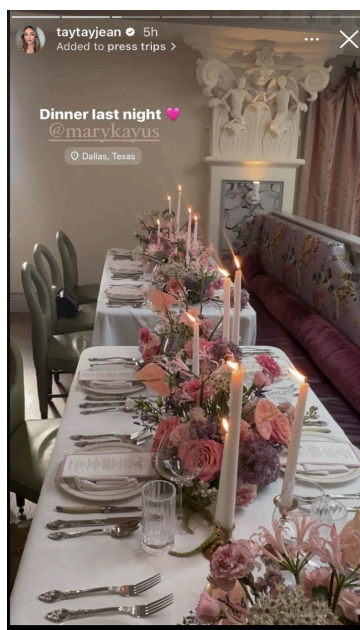
Mary Kay Dinner



L'Oreal Paris Brunch



Josie Maran Mailer



Living Proof Mailer



Tory Burch Picnic



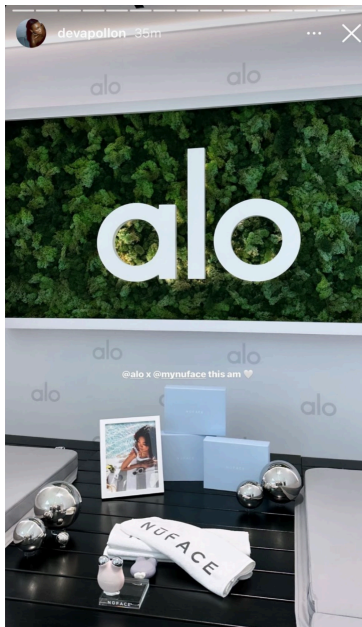
Alo X NuFace Event



Starling Breakfast



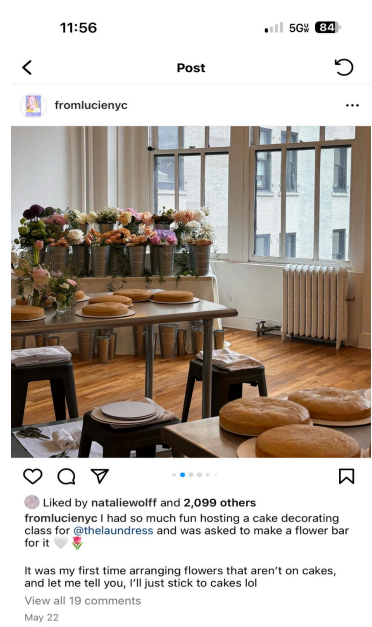
From Lucien X The Laundress Event



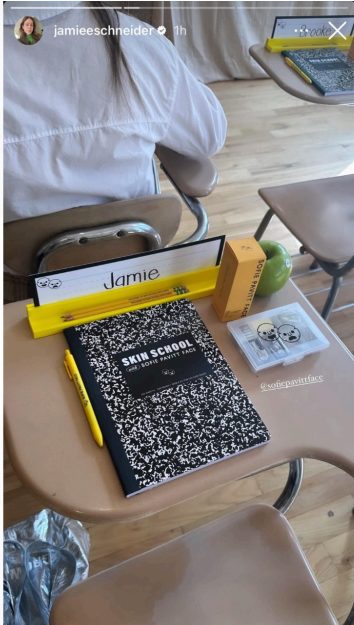
Sofie Pavitt School Activation



Tarte Setting Powder Mailer



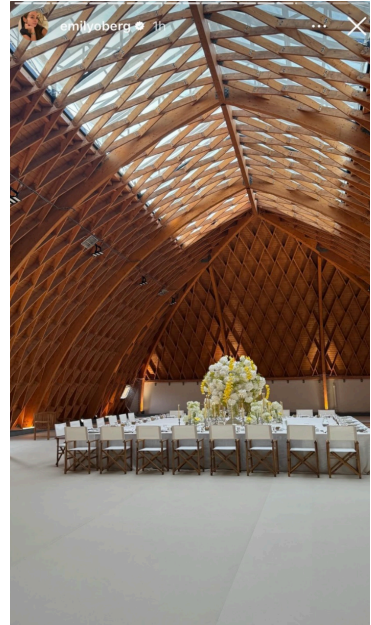
Sporty & Rich Lunch



Reformation Upcoming Ibiza Trip



Dr. Diamonds Metacine Mailer



Tower 28 X Ouai Lip Jelly Collab



Coola X Rachael Kirk Connor Dinner



Hotel Lobby Candle X Stoney Clover Farm Stand Pop Up



Osea Hyaluronic Sunscreen Launch Event



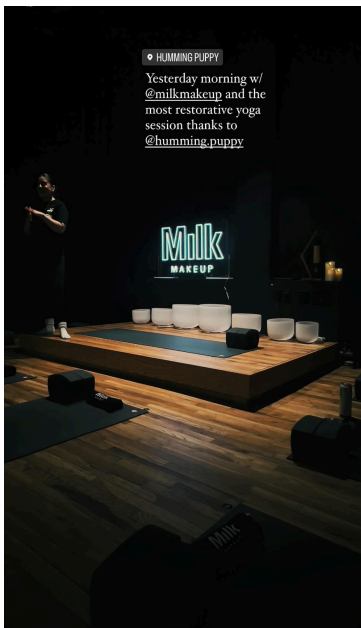
Milk Makeup Yoga Class



Ciao Lucia X Rixo Collab Dinner



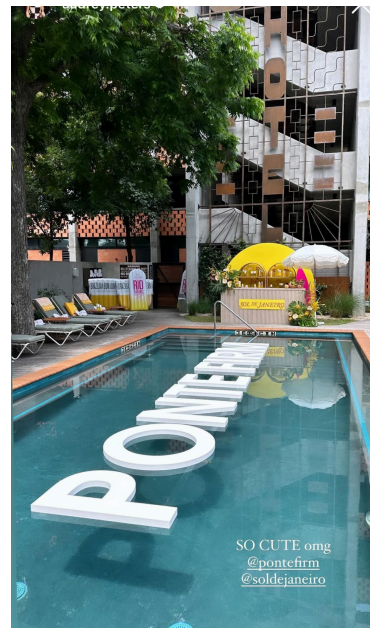
Ponte Firm X Sol De Janeiro Pool Club



Milk Makeup Yoga Class



Ciao Lucia X Rixo Collab Dinner



Ponte Firm X Sol De Janeiro Pool Club