



10th April 2014, Casalmaggiore (Cremona), Italy

At Cosmopack Bologna Pennelli Faro amazes his visitors

Cosmopack /Cosmoprof, Bologna. Pennelli Faro, the Italian manufacturer of cosmetic brushes for excellence, has participated at the most important trade fair industry worldwide , which took place in Bologna (Italy) from April 2nd to 5th with an impactful and emotional stand.

On each exterior wall, white as a sheet of paper on which to write new thoughts and new projects, stood out large rosettes of stunning quilted soft brushes for makeup. Next to each sensory rosette an invitation: "touch and feel the experience": unable to resist the temptation! Hundreds of visitors could not help but caress that mantle and be photographed in front of what some visitors have called "the most fascinating exposure of this edition of Cosmopack."

Inside, an open floor plan designed as a lab lounge where you could see, touch and try the products.

Technical and stylistic research are the concepts that drive the season 2014/2015. Pennelli Faro presented the latest news for cosmetic brushes and accessories: very technical brushes, designed starting from the desire to create a product for those who today are looking for made in Italy products and who are technically prepared knowing both materials and make-up techniques thanks to the great amount of information available on the web; makeup accessories cutting-edge forms and materials.

A laboratory that has always been busy during the show, a real boom of contacts and which welcomed nationally and globally famous brands, looking for an Italian partner to rely on for production lines of cosmetic brushes resulting from a perfect alchemy of style, innovation and performance. "Pennelli Faro offers to the global market what you are looking for: an Italian manufacturer that you can trust and rely on in time. This year like never before, the demand from foreign countries was strong. The market is flooded with products of low value and is need of quality in production and service." Says Sara Zanafredi, CEO of Pennelli Faro.

Last, space to fame thanks to the visit of the writer and beautician Diego Dalla Palma, the Make Up Artist Nico Baggio, Paolo Guatelli, the president of Bologna Fiere and So.ge.cos Mr Duccio Campagnoli and the presence of specialized magazines and national television reporters. Recognition of value also witnessed by television appearances after a detailed interview held by the TG5.

www.pennellifaro.com
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