

Puig teams up with PhotoVogue Festival to celebrate new talents in photography

- **Puig supports the visual community as the main partner of PhotoVogue Festival, in line with its values of creativity, audacity and shaping tomorrow**
 - **The main exhibitions “What is beauty” and “What is beauty/A.I.” will showcase diverse perspectives on the cultural shifts and disruptive technologies challenging the notions of beauty**
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Barcelona, November 16, 2023

Puig, a global leader in premium beauty based in Barcelona, is proud to announce its partnership with the eighth edition of the PhotoVogue Festival, a fashion photography festival that promotes new talents to help foster a more inclusive world.

Organized by Vogue and held at BASE Milano from November 16-19, this year’s festival will gather international artists, experts, and academics to promote new perspectives on beauty and to analyze the impact of Artificial Intelligence (A.I.) on creation and human lives, through a three-day symposium and series of exhibitions.

As the main partner of the event, Puig supports PhotoVogue’s ambition to shape a more inclusive society through visual literacy. Following a global Open Call inviting artists from around the world to submit work that challenges the traditional notions of beauty, the “What is beauty” exhibition will showcase the rich artistic perspectives of 40 emerging photographers. They have been selected out of over 5.000 submissions by a jury comprising experts from the international visual community such as photographer Zoë Ghertner; Dazed Editor-in-Chief Ibrahim Kamara; stylists Gabriella Karefa-Johnson and Carlos Nazario and creative director Ferdinando Verderi, among many others.

Moreover, PhotoVogue will spotlight new work of three emerging female artists in contemporary photography – the Togo Yeye duo, made up of Delali Ayivi and Malaika Nabillah, and Silvana Trevale. They have been given complete creative freedom, a blank canvas, to develop artwork that will be exhibited at the PhotoVogue Festival 2023, reflecting their own point of view on creativity and beauty.

Artists Delali Ayivi and Malaika Nabillah (both 26 years old) of the Togo Yeye duo are part of a photography-led project celebrating Togolese artists. Established in 2019 and based in Lomé, Togo Yeye aims to document and promote those who push the boundaries of creativity while supporting young Togolese talents through their involvement in creative productions. Their collaborative work empowers their creative community at home and in the diaspora through vibrant and colorful fashion photographs.

Silvana Trevale (30 years old), born in Caracas, Venezuela, is known for her portrait-based work that blends elements of documentary and fashion photography and have been published in several Vogue editions. She seeks to celebrate the beauty of the human body, her Latin American roots, womanhood,

youth, and the realities of people around her. Her photographs are characterized by an authentic portrayal of her subjects, often illuminated by natural light.

Through the partnership with PhotoVogue Festival, Puig expresses its purpose as a home of love brands, within a family company, that furthers confidence, wellness and self-expression while leaving a better world. Puig is a Home of Creativity that nurtures imagination and helps unleash the full potential of its brands and people, and proudly extends this support to new photographic talents and the collective effort to challenge the conventions of beauty.

FESTIVAL INFORMATION

Dates: November 16-19, 2023

Opening November 15, 6:30 p.m.

Location: BASE Milano, Via Bergognone, 34, 20144 Milano MI, Italy

Hours: November 16: 3 p.m. - 9 p.m.

November 17-19: 11 a.m. - 9 p.m.

Admission is free. For more information, visit www.vogue.com/photovogue/festival

About Puig

Puig is a home of Love Brands, within a family company, that furthers wellness, confidence and self-expression while leaving a better world.

Since 1914, our company's entrepreneurial spirit, creativity and passion for innovation have made Puig a challenger in the beauty and fashion world.

Present in the fragrances and fashion, makeup and skincare categories, our home of love brands generates engagement through great storytelling that connects with people's emotions and is reinforced by a powerful ecosystem of founders.

Puig portfolio includes our brands Carolina Herrera, Rabanne, Jean Paul Gaultier, Dries Van Noten, Nina Ricci, Byredo, Penhaligon's, L'Artisan Parfumeur, Kama Ayurveda, Loto del Sur, Charlotte Tilbury, Uriage and Apivita. As well as the beauty licenses of Comme des Garçons Parfums, Christian Louboutin, Benetton, Antonio Banderas and Adolfo Dominguez, among others.

At Puig we honor the values and principles put in place by three generations of family leadership. Today we continue to build on that legacy, through conscious commitments in our ESG Agenda (environmental, social and governance) aligned with the UN Sustainable Development Goals.

In 2022 Puig recorded sales of €3,620 million. Puig sells its products in more than 150 countries and has offices in 30 of them.

<https://www.puig.com/en>

https://www.instagram.com/puig_official

<https://www.linkedin.com/company/puig>

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