

BOLOGNA, ITALY  
FAIR DISTRICT

COSMOPROF  
WORLDWIDE BOLOGNA

21 - 23 MARCH 2024

COSMOPACK

COSMO PERFUMERY &  
COSMETICS

21 - 24 MARCH 2024

COSMO HAIR & NAIL &  
BEAUTY SALON

**STARDUST AND MANZONI  
JOIN FORCES WITH  
COSMOPROF WORLDWIDE  
BOLOGNA 2024 WITH A  
TAILOR-MADE INFLUENCER  
MARKETING PROJECT**

February 14th, 2024 - **Cosmoprof World Wide Bologna once again collaborates with Stardust and Manzoni** to promote the excellence of the cosmetic industry through new channels and projects. For the 55th edition of Cosmoprof, the world-leading event for the beauty sector, scheduled in Bologna from March 21st to 24th, 2024, three Italian talents have been chosen to offer an exclusive overview of beauty trends and innovations, sharing their fair experience with their followers and highlighting the synergy between various sectors and the economic value of the event.

The influencer marketing campaign devised by Stardust and Manzoni will involve the most popular platforms among the target audience: **TikTok and Instagram**. The content in the feed - **TikTok and IG Reel** - will facilitate authentic and realistic storytelling of Cosmoprof from the perspective of the talents. IG Stories will be functional in detailing news and initiatives.

Here are the special guests of Cosmoprof Worldwide Bologna 2024:

**ADRIANA SPINK - 479 K IG Followers; 655 K TikTok Followers**

Adriana is a renowned YouTuber and influencer in the beauty world. In 2014, she opened a YouTube channel with makeup and hairstyling tutorials, which quickly gained popularity thanks to her talent and friendly personality. In 2019, she wrote a book titled "Più belle dentro e fuori step by step" (More Beautiful Inside and Out Step by Step), offering advice on body care to feel more beautiful on every occasion, while maintaining the same simple and lively style as her YouTube videos.

**CLAUDIA CIOCCA - 128 K IG Followers**

Being passionate about beauty from an early age, she quickly found her path as a beauty editor, first in editorial offices and then as a freelancer. After moving abroad, she reinvented herself with social media and, after being exposed to ideals of beauty and lifestyle that weren't entirely real, she gradually developed a new awareness: beauty is, and must be, authenticity. For this reason, she decided to start studying Face Yoga, searching for a more natural approach to beauty as well as a method that would allow her to feel good about herself and equip her with the tools to be "in charge of my own beauty."

**ELECKTRA BIONIC - 28 K IG Followers; 11.5 K TikTok Followers**

Elektra Bionic is measured, elegant, with a warm and enveloping voice. Nine years ago, she began frequenting the most dazzling venues in Turin, admiring the many beautiful drag queens and thinking: "one day I'll be there, too." And so it was. A undefined beginning, she began searching for a look and a character that led her to try various paths until reaching the image of today, "which fully reflects me. A well-groomed, well-dressed, and intriguing woman." Her obsession is details and, above all, "never to fall into vulgarity or ridicule."

For information and updates, visit [www.cosmoprof.com](http://www.cosmoprof.com).

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