

What's on this British Beauty Week? £30bn industry celebrates the Future of Beauty engaging consumers, policymakers and business leaders

***Sephora, Medik8, Clearpay, L'Oréal Groupe and ELEMIS** are just some of the businesses supporting this year's event, spotlighting beauty as a leading light for innovation, technology and next-gen ideas. Here's what's on...*

SEPTEMBER 2025 - British Beauty Week is returning from **20th - 26th October** with a range of consumer and business-focused events designed to spotlight the future of beauty. Reaching more than 52m people in 2024, this year's event will reach millions to boost beauty's unique influence for the UK's **creativity, business growth, social mobility and local communities**.

The British Beauty Council will be leading the business-to-business activity with a range of events throughout the week. These will engage policymakers and leaders from across industry to investigate the key challenges, trends and opportunities within the sector.

Hosted at the **Royal Society of Arts** on **22nd October**, the organisation's Industry Hub will uncover every facet of the Future of Beauty. Attendees at the Hub will have the opportunity to experience a **TikTok Shop LIVE** shopping session hosted by **The Ordinary**, AI-powered gel nail treatments with new-tech-on-the-block Umia Beauty, an all-day workshop with beauty disruptor and **founder of V-METICS, Dr. Alex Box**; as well as a first look at **mdlondon's** new AI technology, 'The Knowing'. [You can purchase a ticket here](#).

The Sessions, supported by **Boots & No7 Beauty Company, Sephora, ELEMIS, Medik8**, and beauty tech company **Noli** are set to bring together the brightest in beauty. Attendees will hear from founder of The Unseen, **Lauren Bowker**; Aki Mandhar, CEO of **Chelsea Women**; leading trend experts from **Stylus** and many more.

If that wasn't enough, makeup and hair enthusiasts will witness the techniques shaping the future of beauty in real time via demonstrations from leading hair and makeup artists. For example, **Tendai Moyo**, founder of **Ruka Hair** will be showcasing her industry-first biotech based **Synths2** extensions, renowned make up artist **Kay Montano** will share her tips and tricks in real time.

Activity will be happening throughout British Beauty Week. On the 21st October, the British Beauty Council will bring together entrepreneurs from across the beauty sector for its **Founders Network Reception** supported by **Department for Business and Trade**. The event is designed to connect founders with business enablers to propel SME growth into the future.

Alongside this, the Council will also host its annual **Packaging Solutions Summit** on 23rd October, connecting personal care businesses with packaging innovators who are putting the planet first. Supported by **Plastic Free** and **Made Thought**, the event will directly contribute to offering scalable alternatives to damaging packaging waste, paving the way for cutting waste in the future.

To close off the week, the Council is engaging businesses across the UK to spotlight the power of beauty on UK high streets, inviting MPs through their doors. On the 24th October, business owners will lift the lid on what it takes to run a thriving beauty company.

Brands and businesses across the UK will also be offering customers one-off masterclasses, discounts, free gifts and more - all in the spirit of the Future of Beauty. Fragrance will be spotlighted with activations from **Boots** and **Debenhams**, customers at **LOOKFANTASTIC's** Altrincham store will receive a 15% discount and **John Lewis** will be activating up and down the UK.

Harrods is pleased to host an exclusive event with **Alice Henshaw, founder and CEO of Skincycles** exploring the future of science-led cosmetic skincare alongside an exciting panel of industry experts, and **The Linen Service** is hosting a **Healthy Hair Lab**. It doesn't stop there; you can stay up to date on nationwide activity this British Beauty Week on the [schedule](#). There is still time for brands to list activations, find out more about this [here](#).

On the annual event, **Millie Kendall OBE, CEO of the British Beauty Council** said: 'British Beauty Week is returning for the sixth year and it's set to be bigger - and better - than ever. As an organisation, we are committed to ensuring the power and influence of our sector is realised by business leaders, policy makers and beauty lovers themselves. Beauty has a unique opportunity to propel creativity and responsible technology at a time when we need it most, British Beauty Week is the perfect time to spotlight our success and take beauty to the next level.'

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Additional quotes:

Sarah Boyd, Managing Director at Sephora UK said: 'Sephora is delighted to be involved in British Beauty Week 2025 where we will be activating at both the British Beauty Council's Industry Hub and nationwide in our stores. This is the perfect time for the industry to be coming together to celebrate our economic, social, creative and cultural footprint. I urge you to check out what's going on in your local area and get involved to celebrate the Future of Beauty.'

Heather Bloomfield, Head of Communications at Medik8 said: "As a proud British brand, full vertical employer and B Corp™, we are passionate about driving positive impact for our community. British Beauty Week provides the perfect platform to engage key policy-makers to highlight the importance of our sector, contributing to British employment, manufacturing and commerce. Our professional and consumer communities will have the opportunity to connect throughout the week, and we invite everyone to play an active role in shaping the future of our sector and the livelihood of the industry and those who operate within it."

Rich Bayer, CEO at Clearpay, said: "With shoppers making a beauty purchase every 11 seconds with Clearpay, the beauty category has long been a priority for our brand. Clearpay is thrilled to actively support this British Beauty Council as it represents what is important to our customers. A cornerstone in the industry calendar, British Beauty Week 2025 shines a vital spotlight on the significant contribution this sector makes to British retail and how important it is to consumers."

Amos Susskind, Founder at NOLI, said: "Noli is immensely proud to support British Beauty Week 2025, a vibrant celebration of our beloved beauty industry. As a London-based Beauty Platform startup, we are dedicated to harnessing deep beauty expertise and artificial intelligence to create truly personalized, efficient, and sustainable shopping experiences for consumers. We are particularly excited to contribute to the 'Beauty's Online Future' panel at The Sessions, as we believe this groundbreaking era of AI is fundamentally changing how shoppers discover and buy beauty. We look forward to sharing our vision for how technology can unlock new possibilities and drive transformative change for every beauty shopper."

For more information:

Grace Warn
E: grace@britishbeautycouncil.com
M: 07896869123

About the British Beauty Council:

The British Beauty Council is a not-for-profit organisation dedicated to solving beauty's shared current - and future - challenges. It represents the wider industry by generating conversation with the government whilst also supporting sector-specific trade organisations (where relevant).

Since its inception in 2018, the British Beauty Council has proven itself as the champion of the beauty industry, providing support to hundreds of thousands of workers.

In 2024 the Council reported that the industry was valued at £30.4billion. Beauty also supports a predominantly female workforce of 700,000 people. Understanding the value and contribution of our industry enables us to have a strong voice at the table to champion the issues that matter.

Despite its resilience and consistent growth - the beauty industry - like so many industries - is facing challenges in these troubling times. By collaborating with a diverse network of patrons, affiliates and members, the British Beauty Council tackles the most pressing industry issues so that every sector within the industry can thrive.

Our work currently encompasses four main pillars: Policy and Influence, Talent & Careers, Trade & Export and Investment, Innovation and Technology.