

ALTOUR

Celebrating

90 YEARS OF BEAUTY

TYPE OF EVENT: **AWARD CEREMONY & CELEBRATION**

INDUSTRY: **COSMETIC**

NUMBER OF ATTENDEES: **900 PEOPLE**

LOCATION: **LONDON**

In the dynamic world of marketing, events come and go, but then there are events that etch themselves into history. For one of our esteemed cosmetics clients, commemorating their remarkable 90th year in the beauty industry was more than just occasion but a momentous milestone. Their vision was clear – create an unforgettable evening, uniting over 900 employees who had eagerly awaited this grand reunion for more than two years. This wasn't just another night; it was an opulent celebration of work, annual achievements, and a 90-year legacy. Our mission: create an event that epitomized the very essence of creating the beauty that moves the world. We didn't just meet the mark; we set a new standard.

THE CHALLENGE

Selecting a venue for an event of such grandeur was no small feat. Celebrating 90 years of unparalleled excellence demanded an iconic and historic setting capable of accommodating 900 enthusiastic attendees. The challenge was not merely to find a location; it was to discover a backdrop that would do justice to this historic occasion while delivering an unforgettable experience. This event had to capture the essence of the brand – an atmosphere teeming with beauty, elegance and boundless celebration.





A TRANSFORMATION LIKE NO OTHER

After an exhaustive quest, the perfect answer lay in the heart of London – the Natural History Museum. With its majestic grandeur and historical significance, it provided the ultimate canvas for this grand celebration.

A venue is merely a location until you infuse it with the spirit of celebration, and we gladly accepted the challenge. We embarked on a transformation journey leaving no stone unturned. We invested in state-of-the-art lighting to turn the venue into a breathtaking masterpiece. The intricate projection of brand logos was more than just visuals; it was a captivating journey through time embodying the brand's legacy. And of course, we selected a brilliant DJ who was a maestro in setting the perfect mood.

The result? Nothing short of spectacular. The museum underwent a metamorphosis, and its ancient halls were reborn as a stage for an unforgettable night. It was an awe-inspiring blend of history and modernity, creating an atmosphere where time seemed to stand still.

UNITING FOR A COMMON PURPOSE

The true power of this event was not in the grandeur of the venue or the dazzling visual; it was in the power of unity. It was about rekindling the collective spirit that fueled the brand's mission to create beauty that

moves the world. For the first time in years, the entire team gathered under one roof, sharing the joy of their shared accomplishments. The sense of unity was palpable, reminding everyone that they were part of something extraordinary.

CELEBRATING 90 YEARS AND BEYOND

As the night unfolded, it became abundantly clear that this wasn't just a celebration of 90 years but a launchpad for the future. The event ignited new energy, forged new connections and renewed the commitment to the mission of beauty. This was a night where history met the future, and every attendee felt a part of something much greater. It wasn't just a celebration; it was a reawakening.

A TESTAMENT TO BEAUTY, INNOVATION AND PROGRESS

Our client's 90th anniversary celebration at The Natural History Museum was a testament to their unwavering dedication to beauty, innovation and progress. We didn't just create a magical evening, we also carved a legacy for the company's future events. This event illustrated the immense power of unity and showcased the stage for a future where the brand will continue to create beauty that moves the world time and time again.

