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ICMAD Announces Finalists of 2020 Annual Young Designers Competition

ADDISON, TEXAS. (January 21, 2020) – The Independent Cosmetic Manufacturers and Distributors ([ICMAD](#)) Association is proud to announce the finalists of the 2020 Young Designers Awards Competition.

Finalists were selected from among more than 400 college-level students studying graphic and package design from 23 schools. This annual competition, first established in 1999, recognizes the best design students through their creativity and ingenuity in designing an original cosmetic package, representative of the industry.

“Package design plays an absolutely crucial role in the beauty business where approximately 2/3 of purchase decisions are made at the store shelf, and social media gives brands an opportunity to drive consumer demand by showcasing beautiful packaging. ICMAD is pleased to recognize this next generation of designers and provide them an opportunity to showcase their talent”, said Chris Hobson, Chairman ICMAD.

“ICMAD’s mission is to support independent cosmetics businesses. Our members achieve extraordinary results and their spirit is the force underlying the Young Designers competition, as we look to encourage creativity and innovation in all aspects of the beauty industry.”, said Dr. Ken Marenus, President, ICMAD.

The 2020 Young Designers Competition finalists are:

- Sage Meyer, Colorado Mesa University, Grand Junction, CO
- Anthony Nardo, Pennsylvania College of Art & Design, Lancaster, PA
- Benjamin Haver, Colorado Mesa University, Grand Junction, CO
- Jillian Broughton, Laguna College of Art + Design, Laguna Beach, CA
- Austin Draving, Colorado Mesa University, Grand Junction, CO

For this year’s competition packaging was donated by East Hill Industries, Inc. Professors were provided instructions for incorporating the competition and project into their classroom curriculum or as an extra-curricular activity. A panel of judges, selected for their expertise in packaging, design and marketing, selected finalists and winners. This year’s judges were brand developers Angel del Solar, Managing Director & Co-Founder, 18.21 Man Made, LLC; David del Solar, Director of Operations & Product Development/Co-Founder, 18.21 Man Made, LLC; along with indie brand owners Sean Pelton, President + Founder of Sassy Lips and Sabrina Xi, Director of Marketing Development, Sassy Lips along with packaging experts Anthony Le Minoux, Managing Director, Quadpack America and Chris James, President, East Hill Industries.

Awards event being held in Manhattan Beach, CA on February 18th .

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ABOUT ICMAD:

ICMAD, is a non-profit trade association supporting creative, innovative companies, from startups to established multinational businesses of all sizes. ICMAD's goal is to help our members succeed in the rapidly changing, highly competitive global cosmetics and personal care industry. Since 1974, ICMAD has provided essential guidance and support through business tools, publications, education, networking opportunities, and advocacy support. We are proud to help our members foster the creativity and innovation that is the heart of the cosmetics and personal care industry. More information about ICMAD is available online at www.icmad.org, [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

PHOTOS



Right to Left: Sabrina Xi, Sean Pelton, Angel del Solar, Chris James, David del Solar

