



Press Release

Exhibition "Städel | Women. Women artists between Frankfurt and Paris around 1900"

Cosmetics brand Catrice by cosnova Beauty collaborates with the Städel Museum in Frankfurt

Sulzbach/Frankfurt am Main, 9 July 2024 - Art is an integral part of cosnova's corporate culture. Around 250 works of contemporary art, many of them expressive and colourful, are on display at the cosnova office building in Sulzbach, some of which are related to decorative cosmetics. The connection between art and make-up in terms of creativity, expression and self-fulfilment is visible at the company's headquarters and can be experienced every day by all cosnova employees and guests. The cosmetics company is now going one step further and is collaborating with the Städel Museum with its Catrice brand for the exhibition "Städel | Women. Women artists between Frankfurt and Paris around 1900".

Just as cosnova is committed to the democratisation of beauty, the Städel Museum is particularly committed to the democratisation of art. The founding couple of cosnova have channeled their love of art into the company since its inception; founder Christina Oster-Daum is also a patron of the Städel Museum.

"The exhibition, which stands for female empowerment, breaking boundaries and mutual support, reflects the values of cosnova and Catrice as a brand. We want to pick up on this idea and connect women through the exhibition. On the one hand, we will do this via the social media channels of our Catrice brand, where we reach users from all over the world and already have a strong and loyal community. On the other hand, we will do this by creating various opportunities to see the exhibition and experience the power behind its message," explains Kristina Hamann, Brand Manager Communication & Content Creation for Catrice at cosnova.

The connection between art and make-up comes to life

This collaboration explores the connection between make-up and art, creating a new world of experience. "With its claim 'Own your Magic', Catrice stands for light-heartedness, uniqueness and inspiration, which encourages you to show the different facets of your personality and to rediscover yourself time and time again," says Hamann. "These are facets that can also be expressed through art, so this combination is very interesting for us and invites us to play and experiment."





A joint event for consumers and influencers on 20 August will not only focus on the works of the "Städel | Women" exhibition and its artists. Numerous interactive stations will also turn the exciting combination of art and make-up into a creative experience. The collaboration will be accompanied by extensive activities on the Catrice social media channels, where the "Love Brand" reaches more than one million users every day. The aim is to make modern art tangible for a target group that is already interested in creativity.

The exhibition can be viewed at the Städel Museum in Frankfurt am Main from 10 July to 27 October 2024. For more information on the exhibition, please check the Städel Museum Newsroom. Image material from Catrice can be downloaded [here](#).

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ÜBER DIE COSNOVA GROUP

cosnova Beauty hat ihren Hauptsitz in Deutschland und vertreibt die dekorativen Kosmetikmarken essence und Catrice in rund 90 Ländern weltweit. Für 2024 erwartet das Familienunternehmen einen Nettoumsatz von knapp 1 Milliarde Euro. Parallel zum Beautybereich investiert die cosnova-Gruppe in eine Vielzahl von Unternehmen und Vermögenswerten zur Nutzung von Synergien im Beauty Bereich sowie in Form von eigenständigen Investitionen.

Seit der Gründung vor mehr als 20 Jahren ist cosnova stark gewachsen: Rund 900 Mitarbeitende an verschiedenen Standorten rund um die Welt engagieren sich für die Erfolgsgeschichte des Unternehmens.