



For Immediate Release

**The Most Extraordinary Flash Mob in KL Golden Triangle by International Beauty Expo**

Kuala Lumpur, Malaysia: International Beauty Expo (IBE), Southeast Asia's most influential B2B platform will be held on May 5<sup>th</sup> to 8<sup>th</sup> 2018 at Kuala Lumpur Convention Centre, conquering a total of 4 huge halls, getting a grip to establish a more quality and larger scale. IBE 2018 will once again return with five main thematic - Beauty, Cosmetics & Skin Care, Hair & Nail, Spa & Wellness, Weight Management, Health & Nutrition. International Beauty Expo (IBE)'s 10-years track record of excellence has successfully build up as a not-to-be-missed platform in the beauty trade events' calendar, aims to boost up the economy and business opportunities of exhibitors and trade buyers in the beauty industry, building up unlimited business network opportunities and expanding their business to potential market.

In conjunction with the upcoming International Beauty Expo, a unique and exquisite outdoor flash mob performance will be present by the esteemed team of IBE and Models on 18 April 2018, 12:30pm at Kuala Lumpur Golden Triangle area. You've seen dance flash mobs, thriller flash mobs, and get-out-the-vote flash mobs. But have you ever seen a Floral Costume flash mob? International Beauty Expo (IBE) will be collaborate with Malaysian Nail Technicians Skill Development Association (MNTA) to stage an extraordinary floral costume flash mob to draw the attention and scale the beauty industry in another remarkable and innovative way to spark creativity.

The flash mob idea came up as the perceptual experience of beauty which possesses features widely attributed to beauty in a particular culture and unique impression for the public. On top of that, floral will be the theme of this flash mob particularly focus on the make-up and costume that present by the models. The organizer of IBE, Elite Expo Sdn Bhd have faith in that florals are unearth the emotions that inspire and fulfill the human's beauty desire and demand. By using colour, texture and shape, floral costume and make-up create the stimulus to unleash the beauty spirit and create an environment engages the ideal of beauty.

Would like to experience this extraordinary Flora Costume Flash Mob? Visit KL Golden Triangle area on coming Wednesday to witness the different presentation of beauty! Stay tune IBE official Facebook page and Instagram for more updates and info.

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For further inquiries kindly contact the Organizer at:

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