

# life in style.

SYDNEY 2020

21-24 February  
ICC, Darling Harbour



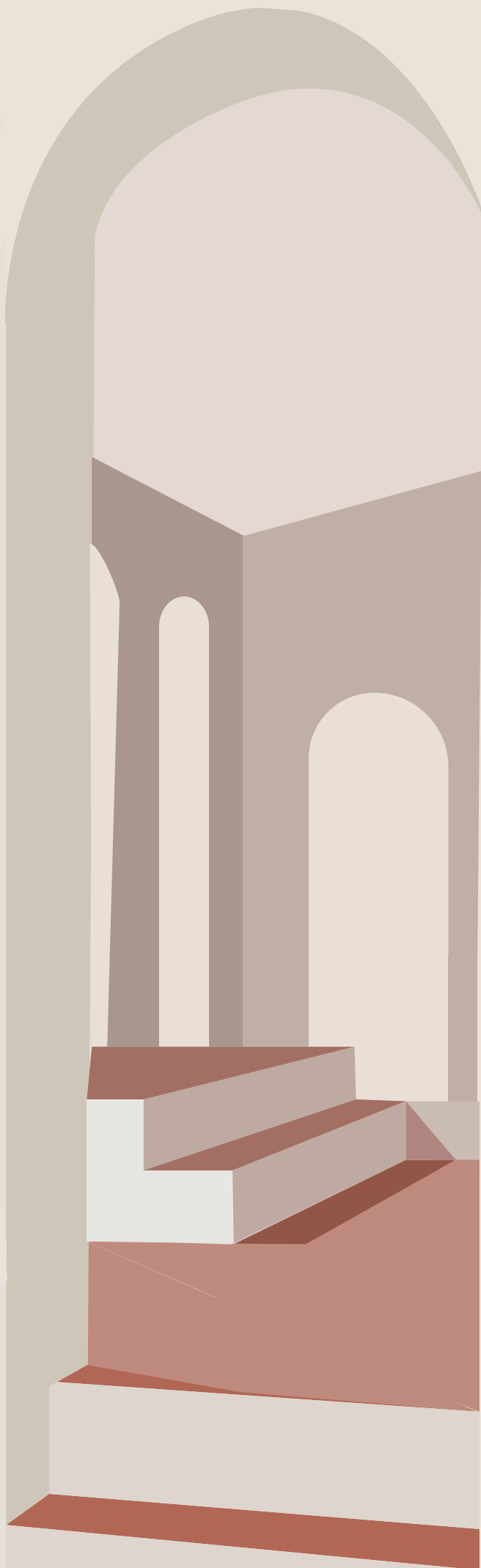
THE NEIGHBOURHOOD

## The Self-Care Society.

Welcome to The Neighbourhood, Life Instyle's home for a specially curated collection of like-minded brands.

With a unique theme each year, this space is dedicated to showcasing a mix of new and original Life Instyle brands focused around specific trends/attributes and as always with style.

**So in 2020 our new theme for the Neighbourhood is The Self-Care Society and we are looking for like-minded brands in the health and wellness space.**



# MIND, BODY & SOUL.

The future has never been more exciting for business in the wellness space as it quickly evolves into mainstream vocabulary.

People have started to embrace personal health and unapologetically focus on how simple everyday rituals and unplugged activity can positively affect their overall well-being and lifestyle.

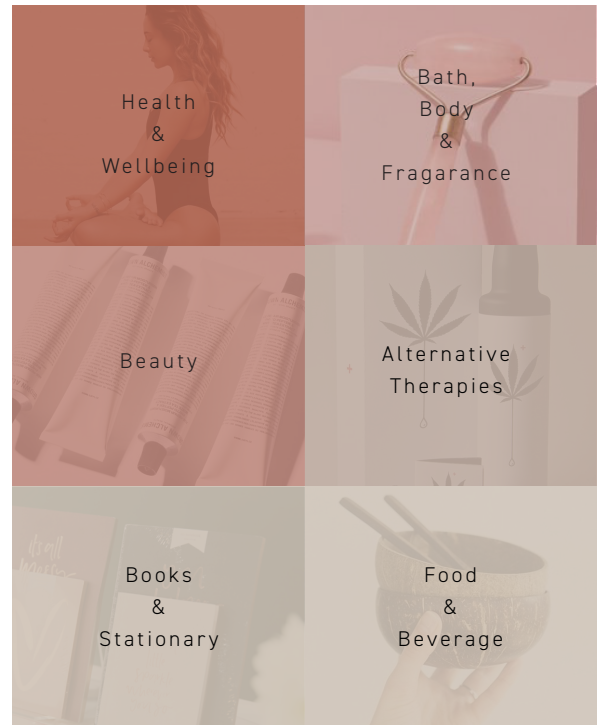
Self-care is a holistic approach to finding balance in the physical, emotional and spiritual and as more people adopt the practice of mindfulness in their everyday lives, retail sales for thoughtful giving and self-indulgence are set to be big business, and this steady increase in popularity over recent years is showing no signs of slowing down any time soon.

As we start having more open and honest conversations about mental health, green beauty is going mainstream and CBD is set to be a game-changer. The slow living movement is gaining momentum too, as we strive for a more simplified lifestyle with concepts like the Scandinavian 'Lagom Living'. Lagom ('lah-gom') translates roughly to 'not too little, not too much, but just right'. It's a Swedish word about finding balance and practicing mindful living.

With this in mind, Life Instyle invites brands with like minded values to apply for this years Neighbourhood!

## WHAT WE'RE AFTER IN 2020.

The Neighbourhood's not just for anyone!! We're looking for the best brands from the below product categories with a focus on mindful well-being;



## SOUND LIKE YOU? THEN LETS CHAT.

With premium stands starting from just \$5,589 + gst and a limited number of spaces, The Neighbourhood is sure to sell-out fast.

To be considered and for more information contact us;

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[www.lifeinstyle.com.au/the-neighbourhood](http://www.lifeinstyle.com.au/the-neighbourhood)  
for more information

## PREMIUM LOCATION & BUILD

With a bespoke build to encapsulate a "feeling of wellbeing" and located at the front of the show in Hall A, The Neighbourhood is the premium location to showcase your brand/product to over 5,000 retailers across 4 days of trade.

