

TOP HAIR International Trend & Fashion Days Düsseldorf 2015: “The Place to Be!”

“Unique Combination of Trade Fair, Show, Workshop and Congress”

The eleventh TOP HAIR International Trend & Fashion Days Düsseldorf on Saturday, 28 and Sunday, 29 March 2015 will once again present a particularly exciting, varied and spectacular mix of world class shows, workshops, congress and trade fair. “With its unique concept of information, further training and entertainment TOP HAIR DÜSSELDORF is the unchallenged market leader in terms of business, quality and atmosphere. All leading brands are represented here in Düsseldorf showcasing the latest trends, hairdressing products and techniques,” explains Director Helmut Winkler. Thanks to this varied array of brands the expected 30,000 visitors to Germany’s leading hairdressing event can gain a comprehensive market overview on hairdressing supplies, furniture and furnishings, tools of the trade and services.

First-Class Line-Up with Top Notch Protagonists

A special trademark of the Düsseldorf event is its unique show programme with top notch protagonists. In exclusive and striking shows world stars and top international talents demonstrate the latest trends in elaborate choreographies. Some 1,000 protagonists will celebrate the hairdressing art on a 30-metre show stage and four workshop stages. As always, visitors to the opening show on Saturday evening can look forward to a special highlight.

At the same time, a practice-oriented programme will run on several workshop stages conveying hands-on know-how and techniques for cutting, colouring and styling in the everyday work routine. This year the Schnittfabrik cutting factory will be extended to include a number of creative elements. “We once again attach very special importance to the high quality range here – one that we further develop and optimise in the interests of the sector together with our partner, TOP HAIR International GmbH,” adds Helmut Winkler. Thanks to this partnership the line-up can, he said, be tailored to the needs of hairdressers and thereby continue to guarantee the high level offered by this trade fair.



28.–29.03.2015

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trade fair – show – congress for the
international hairdressing industry

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Professional Trade Fair at the Highest Level

A special feature across all segments at TOP HAIR DÜSSELDORF is its professional communicative atmosphere and high-quality setting, the best conditions for making contacts and doing business. Acoustic accompaniment is only allowed at the congress, workshops and on the show stage – ideal conditions for exchange amongst colleagues and making business contacts. The leading Düsseldorf fair has become the No.1 communication platform as this is where the decision-makers from all the major names in the sector meet. Modern stands, spacious aisles and tastefully designed relaxation zones determine the scene in the exhibition halls. 400 exhibitors and brands offer everything hairdressers need for further training and inspiration. The clear separation of the orders and direct sale areas will also be continued in 2015. The focus of the congress is on further entrepreneurial training and topics such as managing staff, salon management and personal development.

Top Salon Award Restructured

In 2015 the best hairdressing salons will also receive the Top Salon Award. The criteria remain the same with the most successful salons being selected whose concept, expertise, excellent service and commercial success form a complete package. There are, however, changes to the categories: until now the salons were divided according to size whereas now one winner will be selected in five special categories (Design, Marketing, Employer, Concept and Best Practice). Five salons per category will be nominated.

German Hairdressing Award back in Düsseldorf

The glamorous gala hosting the renowned German Hairdressing Awards will once again be held in Düsseldorf in 2015. The gala evening where Germany's best stylists receive the German Hairdressing Award is planned for Sunday, 29 March. This year the criteria cut, coloration and styling will be even more in the jury's focus. In November the nominations for the award will be announced. "By running parallel with the German Hairdressing Award TOP HAIR DÜSSELDORF once again gains additional significance for the sector and hairdressers now have not one but two reasons to come to Düsseldorf," delights Helmut Winkler. "In any case I believe the German Hairdressing Award is in very good hands here with us.



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After all, Düsseldorf is the hairdressing capital. For every 100,000 inhabitants there are 112 hairdressers – more than in any other German city,” adds Winkler.

Full Service

TOP HAIR DÜSSELDORF offers its visitors a comprehensive service. The Trade Fair Journal with its complete index of exhibitors, hall layout plans and programme is available free of charge on site. Other complimentary extras include the on-site crèche facility (for children aged 4 and upwards), the cloakrooms and left luggage facility as well as free use of public transport within the network of the VRR transport authority (with valid admission). There are also reasonably priced offers to bring you to the event on German railways starting at € 99 as well as packages combining a trade fair visit and hotel accommodation (4 stars) starting at € 145.

One Admission Covers Everything

TOP HAIR DÜSSELDORF is open on Saturday, 28 March 2015 from 12.00 noon until 8.00 pm (last admission at 7.00 pm, followed by the opening show and party) and on Sunday, 29 March, from 9.00 am until 6.00 pm. Visitors can see everything for just one set price. A valid admission ticket includes all the items on the programme: excellent value for money that is hard to beat elsewhere in Europe. With daily admission at € 74 (Online-Tickets cost € 69) or a ticket for the full event at € 111 (Online-Ticket cost € 106) trade visitors can attend the trade fair as well as all shows, workshops and congress events. Furthermore, tickets on Saturday and Sunday also include admission to the concurrent fair BEAUTY DÜSSELDORF. Represented at this leading international trade fair for cosmetics, nail, foot, wellness and spa are 1,400 exhibitors and brands; add to this expert lectures, fashion shows and championships. Visitors also enjoy admission to the make-up artist design show, Germany’s only trade fair for stage and beauty make-up artists.

Visitors can access more information on TOP HAIR DÜSSELDORF on the hotline +49 (0)211 4560-7615 or online at www.top-hair-international.com and www.facebook.de/tophairtrendfashiondays

Would you please mention in your report that the TOP HAIR DÜSSELDORF is intended for trade visitors only and that tickets



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are subject to suitable credentials.

Three Trade Fairs running in Parallel on the Last Weekend in March

The last weekend in March 2015 sees Düsseldorf very much in the beauty mood when it hosts BEAUTY DÜSSELDORF, the leading international trade fair for cosmetics, nail, foot, wellness and spa, from Friday, 27 to Sunday, 29 March 2015. Overlapping with this on two days is the parallel event TOP HAIR INTERNATIONAL Trend & Fashion Days, Germany's leading hairdressing trade fair, running on Saturday, 28 and Sunday, 29 March. Also held on Saturday, 28 and Sunday, 29 March is the sixth make-up artist design show, Germany's only trade fair for make-up artists.

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