

## TOP HAIR INTERNATIONAL Trend & Fashion Days Düsseldorf delighted Exhibitors and Visitors with Strong Results

The TOP HAIR International Trend & Fashion Days Düsseldorf have impressively confirmed their top position amongst hairdressing events. Over two days 31,000 trade visitors were inspired by 400 exhibitors and brands in the hair cosmetics industry and enthused by the outstanding programme from leading international presenters in Halls 8a and 8b. "This year we have once again achieved top visitor numbers. Constant further development and our investments in quality and atmosphere make us the leading trade fair for hairdressers, both here in Germany and in Europe," said Helmut Winkler, Director of TOP HAIR International Trend & Fashion Days Düsseldorf.

Christian Schikora, Managing Director of TOP HAIR INTERNATIONAL GmbH, was satisfied across the board: "We can look back at the best attended Saturday in the history of this fair. TOP HAIR DÜSSELDORF is indispensable for the sector and makes for beaming faces amongst exhibitors and visitors alike. This event is more than a trade fair – a big family get-together, a fantastic contact exchange and simply a great festival for the sector."

53% of visitors in Düsseldorf are self-employed and 40% stated in the visitor survey that at TOP HAIR DÜSSELDORF they are primarily interested in the specialist programme. Once again, the TOP HAIR International Trend & Fashion Days Düsseldorf convinced visitors with a glittering show programme. A traditional highlight is the Saturday night with the SASSOON special show with Mark Hayes, Peter Dawson and Scott Cottis. However, the remaining show programme with its top international teams is also unique and Düsseldorf is the only place offering a format of this kind. This year the line-up was supplemented by the collection premiere by Keller the school for L'Oréal Professionnel, the joint presentation of Wella hairdressers Brockmann und Knoedler, Bundy Bundy & Markus Herrmann as well as the shows by Patrick Cameron, Cyrill Hohl, László Hajas & Frank Bromann, Color Zoom'15 with Mario Krankl and the Goldwell Creative Team plus Hair Haus and Vitality's featuring Gandini.

The highest skilled craftsmanship and practical know-how for salon routine were the focus of the four workshop stages in Hall 8b. International greats



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Fachmesse – Show – Kongress für die internationale Friseurbranche

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[top-hair-international.com](http://top-hair-international.com)



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like Kertu Hair & Style, Ronald Reinholz, noon – individual hair, Frank Brommann & Stefan Honekamp, J.7 school, Keller the school, max, Bundy Bundy, Markus Herrmann, BrockmannundKnoedler, Jean Luc, TOM|CO., icono, Nusskern Friseure Hair Haus, KMS California, Paul Mitchell, Kemon, Gieseke, L'Anza, Farouk, Selective, KIS, Capelli Group/Glynt, Glynt Artistic Team, Mike Karg, Meininghaus, Davines and amika presented their takes on current trends and explained cutting and coloration tricks.

The “New Cutting Factory” also went down particularly well. For the first time, this year current trend techniques like braiding, up-does, blow-drying, extensions, styling and barbering were presented. Visitors were able to follow the presentations close up, try out styles themselves and discuss with the presenters in person. Demonstrating their art were top presenters like Mike Karg, Dana Wittmann, Marco Wojach, Michael Lößel and Jörg Fahn.

At the always fully booked congress top speakers like Regina Först, Trudelines Grigoletto, Wolf Davids, Caroline Krüll, Georg Ochs, Jörg Wilken, Martin Morgenstern, Thorsten Havener, Claus Bielz, Franz Pertsch and Hans-Georg Pompe gave visitors insight into commercial themes like marketing, salon management and personal development.

The next TOP HAIR INTERNATIONAL Trend & Fashion Days will be held on 5 and 6 March 2016. Running in parallel to the fair from 4 to 6 March will be BEAUTY DÜSSELDORF.

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## **Exhibitors' Statements on TOP HAIR INTERNATIONAL Trend & Fashion Days 2015**

### **Eva Gertz, Press Spokeswoman, Alcina**

We are satisfied! Especially on the Sunday we saw a lot of interest and the mood was good. Already like last year, the quality of our audience was high. 2015 was the first year we sold products at the stand itself and here, too, our verdict was positive. We consciously opt to only exhibit at TOP HAIR because here you meet decision-makers and salon proprietors.



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**Hendrik Rumpfkeil, Managing Director, Gieseke Cosmetic GmbH**

For us TOP HAIR is and remains the most important leading fair – also and especially when we are talking about its national importance. While the audience was elitist in earlier years we have now seen a broadening. We see this as a positive move because the entire German hairdressing craft is represented here. We view the workshop stages as ideal.

**Stefan Rüth, Sales Manager, Goldwell, KAO Germany GmbH**

On Saturday business went normally but then right away on Sunday morning we recorded many more visitors and were able to hold interesting talks. TOP HAIR has style in terms of the way it looks and presents itself. We or rather our visitors find the wide aisles in the hall very pleasant. As for the quality of our visitors, we are noting a trend towards salon owners and managers, which we obviously welcome. We rate the trade fair concept without the Monday as the right choice and are very satisfied.

**Jean-Marc Weiser, Management, Laboratoire Labothene Cosmethique GmbH und Co. KG / Laboratoire Biosthétique**

For us TOP HAIR is the leading fair. We meet and talk to our target audience here. The combination of salon owners and staff is a good one. Beyond this what counts for us is not the number of visitors but the quality and here we can really draw positive conclusions. To our minds, Messe Düsseldorf also does a good job when it comes to looking after visitors; the wide aisles go down very well!

**Christophe Schmutz, Managing Director, L'ORÉAL Professional Products in Germany**

Based on the quality of visitors alone TOP HAIR has the highest rating in our eyes. What's more, the concept of combining the shows, workshops and information is, in our view, is exactly the right one. We held good and interesting talks at our stand. We deliberately choose to only come here so we concentrate on this one strong trade fair.

**Dr. Peter Wenzel, Managing Director, Olymp GmbH & Co KG**

As always, we view TOP HAIR as the most highly qualified event in the entire sector. It is definitely one of the most important fairs and boasts unwaveringly high quality. It remains to be seen how the altered concept with its shortened duration will be rated.



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**Katharina Jahrling, Managing Director, Schwarzkopf Professional**

TOP HAIR has established itself as the fair in Germany and in our view it has also gained in importance throughout Europe. We see the decision to open it up to colleagues from the cosmetics sector as ideal. This year using iPads we created a digital focus at our stand which went down inordinately well with hairdressers. We see the extremely positive response to this as a new trend for the digital future. There is an enjoyable dynamism at TOP HAIR; we are very happy we have been able to take part in this wonderful event.

**Tobias Kütscher, Managing Director, TIGI Haircare GmbH**

We have had highly promising visits. There is a high level of quality. For us TOP HAIR is unequivocally the leading fair in Germany. And this is something confirmed by our customers.

**Carola Wacker-Meister, Communications Management, Wella**

Yet again in 2015 TOP HAIR was the event for the hairdressing sector, a magnet for very many people focusing on the topic of beauty. Our expectations were more than met. Here we meet customers but also new faces and make interesting contacts. Our verdict: "tout le monde" is here! Eva Padberg's appearance went very well – making it possible to publicise the hairdressing theme beyond the confines of the sector, which is an important contribution to the hairdressing business.

**Reinhold Wild, CEO, WILD Beauty AG, Paul Mitchell**

A great trade fair as well as ideal timing – scheduled with just enough time before Easter. We calculate close to thousands of visitors at the stand – just great! We feel the move to open the fair only from Saturday was a very good decision. The concept has been refined and improved this time.

**Presenters' Statements on TOP HAIR INTERNATIONAL Trend & Fashion Days 2015**

**Gerald Battle-Welch/Executive Director VIDAL SASSOON**

A high standard prevails here. We are very happy we were able to attend and hope we can come back.



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### **Frank Borman**

I travel a lot and I have to say TOP HAIR is the best trade fair in Europe. The concept with workshop stages is super. It is also great that everything is included in the admission price. The trade fair is sensational! Also the collaboration with László was super. The cooperation went smoothly. We would be happy to do this again for TOP HAIR in Düsseldorf.

### **Patrick Cameron**

The fair is just wonderful. It is exciting that I was able to present my show and collection on one of the most exiting stages in Europe.

### **László Hajas**

The trade fair is super for specialists and it is great that the workshops and shows are included in the price. The show stage and the programme are absolutely world class. There are resounding names here and a great atmosphere.

### **Thomas Schug/Keller the school**

A big thank you to TOP HAIR for allowing us to hold two shows – which makes this year's fair in Düsseldorf special for us. There is a great atmosphere, everything is superbly organised, very professional. The show stage is also unique. Nowhere else in Germany do you get to see as many people.



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