

TOP HAIR International Trend & Fashion Days Düsseldorf 2016: “Rock your Head!”

Unique Combination of Trade Fair, Show, Workshop and Congress

On 5 and 6 March 2016 Düsseldorf will once again become the meeting point for European hairdressing professionals: for the 12th time now the TOP HAIR International Trend & Fashion Days combine the ranges of a high-quality trade fair with a first-class show, workshop and congress programme. “Over 30,000 trade visitors as well as 400 exhibitors and brands at the latest event prove that TOP HAIR DÜSSELDORF offers precisely what hairdressers need in terms of continuous education and inspiration. Here the latest trends, techniques and hairdressing products are on display. Thanks to the ongoing further development and our investment in quality and atmosphere we are the leading trade fair for the hairdressing trade today,” says TOP HAIR Director Helmut Winkler. The leading trade fair for the sector offers a complete market overview of professional hair products, furniture, professional items and services with a clear segmentation into order and cash & carry articles in Halls 8a and 8b. In Düsseldorf trade visitors can look forward to a first-class 2-day programme as well as the latest developments in cuts, colours and styling. The motto reads “Rock your Head”.

Partnership guarantees Know-How, Professional Expertise and Proximity to Hairdressers

Such a broad-based and clearly structured concept is unique in this industry and highly appreciated by visitors. “We place particular emphasis on the high quality of the ranges, which we will also develop further and optimise for 2016 with our partner, TOP HAIR International GmbH,” Winkler goes on to say. Thanks to this partnership, he feels, trade fair know-how and professional expertise fuse with proximity to hairdressers thereby ensuring the high level of this professional event.

1,000 Active Participants in the Show Area and on the Workshop Stages

Unique in Germany is the big show stage on which international star hair stylists impress their audience with high-impact stagings. For 2016 high-calibre international teams have announced their participation that is guaranteed to inspire visitors. The opening show on Saturday evening has a very special guest star in store: industry icon Robert Cromer. The Scotsman and owner of several extremely



Fachmesse – Show – Kongress für
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trade fair – show – congress for the
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successful salons in the USA casts a spell on his audience not only with his rhetoric skills and charm but also inspires hairdressers around the globe with his passion, expertise and many practical tips. In the Show Area and on the Workshop Stages in excess of 1,000 active participants will be presenting hairdressing at its best impressing everyone with their creativity. At the TOPHAIR shows the A-list protagonists in the industry get together linking artistic merit with lavish choreographies.

Hairdressing top-notchers share their knowledge and tricks concerning cut, colour and styling for everyday salon routine on the Workshop Stages and at the “Schnittfabrik” Cut Factory. The Workshop Stages will be moving to a new destination in Hall 8b – two stages will be placed in the outside areas positioned opposite each other. “We have opted for this new layout in the interest of a homogeneous overall presentation and a good footfall,” explains Helmut Winkler. The Cut Factory will feature a new design theme: “Urban Style”. The current trend themes that debuted in the previous year such as Braiding, Upsweeping, Blow-Drying, Extensions, Styling and Barbering will be integrated into the Cut Factory again, as will be interactive elements. The Congress will focus on salon owners’ continuous education and such topics as team leadership, salon management and personal development. Renowned speakers will cover such subjects as marketing, leadership and communication, outline perspectives and share visions.

Düsseldorf’s Success Formula

The one-of-a-kind concept of TOP HAIR DÜSSELDORF precisely satisfies the industry’s needs with its four components – trade fair, shows, workshops and congress. This is also appreciated by salon owners and master hairdressers who have traditionally accounted for the lion’s share of visitors in Düsseldorf; 52% of visitors in Düsseldorf are self-employed.

The clear separation between order and cash & carry ranges forms an integral part of Düsseldorf’s success formula, as does the stylish ambience in the exhibition halls feeding on wide aisles and lavishly designed communication zones. Atmosphere, structure, professionalism and the technical quality of the ranges all testify to the quality claim of creating the ideal conditions for making contacts and doing business.

Good Economic Prospects for a Lively Trade

The hairdressing trade in Germany is very much alive and kicking, versatile and widespread. Some 80,000 hairdressing salons generate annual sales worth EUR 5.8 billion. This economic situation is also reflected in the satisfaction of TOP HAIR visitors: 94% of the visitors in Düsseldorf were pleased with their trade fair visit. 73% of visitors rate the economic situation of their business as good and 24% as satisfactory. And even regarding their expectations concerning future developments 61% of the visitors polled considered these as being on the increase and 36% at a stable level. This shows that the TOP HAIR visitors' economic assessments and expectations are better than the market as a whole.

TOP Salon Award – The Challenge

2016 will again see Germany's best hairdressing salons receive the TOP Salon Award in five categories: Design (trend-setting interior design), Employer (talent recruitment and training), Concept (innovative business models), Marketing (outstanding marketing achievements) and Best Practice (here success and tradition go hand in hand). An independent jury nominated five salons per category, before mystery shoppers take the final decision. The jury is looking for the most successful salons where concept, professional skills, service quality and commercial success come as a package. The demands made are high and this is why this year's TOP Salon Award is dubbed "The Challenge". The award ceremony will take place on the evening of Saturday, 5 March on the big show stage in front of an audience of several thousands.

Complete Service

TOP HAIR DÜSSELDORF offers its visitors extensive services. The trade fair booklet with its complete list of exhibitors, hall plans and programme is free and available on site. Also free are the child care facilities (for children aged 4+), the cloakroom and left luggage facilities as well as all means of public transport in greater Düsseldorf (with a valid admission ticket). Furthermore, there are also low-cost offers for travelling on German railways (Deutsche Bahn) from € 99 as well as package tours including admission to the trade fair and hotel accommodation (4 stars) from € 145.

One Admission Ticket for Everything

TOP HAIR DÜSSELDORF is open on Saturday, 5 March 2016, from 12.00 noon to 8.00 pm (admission until 7.00 pm, followed by opening show and party) and on Sunday, 6 March, from 9.00 am to 6.00 pm. Visitors get to see it all for one price. With one valid admission ticket all items on the agenda are inclusive; this is excellent value for money and unrivalled in Europe. Online-ordered 1-day tickets cost € 74, 2-day tickets are € 113 (tickets purchased at the ticket office are €5 more expensive) – allowing trade visitors to attend the trade fair and all shows as well as workshops and congress events. Furthermore, the tickets on Saturday and Sunday include admission to the concurrent fair BEAUTY DÜSSELDORF. At this Leading International Trade Fair Cosmetics, Nail, Foot, Wellness and Spa 1,400 exhibitors and brands are represented; there are also technical lectures, catwalk shows and championships on offer. Moreover, visitors are granted access to the make-up artist design show, the only trade fair exclusively restricted to stage and beauty make-up artists.

For more information on TOP HAIR DÜSSELDORF visitors should contact the Hotline on +49(0)211 4560-7615 or go to www.top-hair-international.com and www.facebook.de/tophairtrendfashiondays

Please mention in your coverage that TOP HAIR International Trend & Fashion Days Düsseldorf is a trade fair with admission restricted to trade visitors.

Three trade fairs in parallel on the first weekend in March

In 2016 Düsseldorf's first weekend in March will be all about beauty: BEAUTY DÜSSELDORF, the leading International Trade Fair Cosmetics, Nail, Foot, Wellness and Spa, will be held from Friday 4 to Sunday 6 March 2016. Overlapping for two days (on Saturday 5 and Sunday 6 March 2016) will be TOP HAIR INTERNATIONAL Trend & Fashion Days, Germany's leading trade fair for the hairdressing trade, and the seventh make-up artist design show (mads), the only trade fair especially for theatrical and beauty make-up artists.

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