

## TOP HAIR International Trend & Fashion Days Düsseldorf 2017: Leading Trade Fair for the Hairdressing Industry

### Market Leader in Business, Quality and Atmosphere

On 1 and 2 April 2017 hair professionals will meet at the leading trade fair for the hairdressing industry at TOP HAIR International Trend & Fashion Days Düsseldorf. Every year the unique concept of the TOP HAIR trade fair delights over 30,000 hairdressers. Trade visitors can look forward to a varied line-up of the highest quality with the latest developments in cutting, colouring and styling. A trademark of the Düsseldorf event is its incomparable blend of information, further training and entertainment. Alongside the high-quality line-up of the trade fair, visitors also value the combination of world-class shows, the Cutting Factory and congress. TOP HAIR DÜSSELDORF combines an optimum business environment with glamorous and perfectly staged performances. The classily designed trade fair, the workshops on the central stages and the loudspeaker ban at the stands ensure a professional setting for order discussions and networking that is one of a kind. This is also appreciated by salon owners and master hairdressers who traditionally account for a particularly large number of visitors.

### Trends, Techniques and a Top Star Line-up

The leading trade fair in the sector held in Halls 8a and 8b offers a comprehensive overview of the market in salon exclusives, fittings, professional supplies and services. The division into areas for orders and direct sales is as much a part of Düsseldorf's success formula as the stylish atmosphere in the exhibition halls with spacious aisles and well-designed communication zones. Some 400 exhibitors and brands from the hair cosmetics industry make for an optimum sectoral overview – all relevant firms are on site in Düsseldorf with their brands.

In the exclusive and striking shows world stars and top international protagonists present the latest trends and techniques in elaborate choreographies. Once again in 2017 top notch international teams have signed up who will inspire the audience. As always, at the opening show on Saturday night visitors can look forward to a special highlight. This year star hairdresser Ken Hong from Singapore and Austria's Mario Krankl will delight visitors with their creations. Ken Hong was the first hairstylist from Singapore to win the International Hairstyling Award. He has styled the hair



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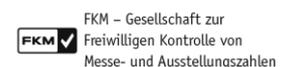
Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Telefon +49 (0) 2 11/45 60-01  
Telefax +49 (0) 2 11/45 60-6 68  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Hans Werner Reinhard  
Joachim Schäfer  
Bernhard Stempfle  
Vorsitzender des Aufsichtsrates:  
Thomas Geisel

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:



Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

Partner:  
TOP HAIR INTERNATIONAL GmbH  
Medienplatz 1  
76571 Gaggenau  
Germany

Telefon +49 (0) 72 25/916-300  
Telefax +49 (0) 72 25/916-320  
Internet [www.tophair.de](http://www.tophair.de)

Geschäftsführung:  
Christian Schikora

of international VIPs like Lindsay Lohan and Melanie Brown and is a popular guest on talk shows and show stages worldwide. Mario Krankl is a passionate hairdresser. He has received numerous awards for his work, he is unique in his versatility and is a popular protagonist at shows and workshops worldwide.

On the workshop stages and at the Cutting Factory experts of the hairdressing trade impart their skilled know how and tips for salon routine. As hairdressers do not just cut hair but also need commercial and strategic knowledge the programme is supplemented by a business congress. Renowned speakers talk here on specialist areas like marketing, management and communication, demonstrate prospects and convey visions. At total of far over 1,000 protagonists in some 130 programme items are involved here – offering a top class, dazzling performance on stage.

#### Sectoral Survey at Messe Düsseldorf

The unique concept of TOP HAIR DÜSSELDORF is finely tuned to the needs of the hairdressing trade which is currently posting excellent commercial results. Some 800,000 hairdressing salons in Germany generate annual turnover worth approx. Euro 5.8 b. According to a current survey carried out by Messe Düsseldorf, the professional hairdressing trade has glowing prospects. The economic climate in the business was rated by 45% of respondents as good and by 49% as satisfactory and as many as 65% have rising expectations about the future while 31% have stable expectations. 39% of hairdressing salons want to use these good prospects to make investments over the next two years and 44% are still undecided.

#### More Space for the Trend Theme Barbering

In previous years TOP HAIR DÜSSELDORF already picked up on the barbering theme at the Cutting Factory and on the show stage and included special features in the line-up. As barber shops are undergoing a renaissance both nationally and internationally, beards and beard grooming are seen as modern and an increasing number of men are discovering the barber scene, this trend theme is now being given even more space. Male customers have specific expectations and demands of their barber shop. Add to this special matching products, relevant know how and techniques, special salon furnishings with an eye on style and design – all of this can be



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seen and experienced at TOP HAIR.

### Top Salon Award

Once again in 2017 the best hairdressing salons in Germany will be presented with the TOP Salon Award in five categories: Design (pioneering interior design), Employer (talent winning and training), Concept (innovative business models), Marketing (outstanding marketing methods) and Best Practice (here success and tradition go hand in hand). An independent jury will nominate five salons per category before the (test) customers decide. The most successful salons are sought here where the concept, hairdressing expertise, quality of services and economic success all produce an overall package. The award ceremony will be held on the large show stage on the evening of Saturday, 1 April.

### 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 (First Class Hotel, 4 stars) from € 139.

### One Admission Ticket for Everything

TOP HAIR DÜSSELDORF is open on Saturday, 1 April 2017, from 12.00 noon to 8.00 pm (admission until 7.00 pm, followed by opening show and party) and on Sunday, 2 April, 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 1,500 exhibitors and brands are represented; there are also technical lectures,



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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](http://www.top-hair-international.com) and [www.facebook.de/tophairtrendfashiondays](https://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**

In spring 2017 Düsseldorf will be all about beauty: BEAUTY DÜSSELDORF, the leading International Trade Fair Cosmetics, Nail, Foot, Wellness and Spa, will be held from Friday 31 March to Sunday 2 April 2017. Overlapping for two days (on Saturday 1 and Sunday 2 April 2017) will be TOP HAIR INTERNATIONAL Trend & Fashion Days, Germany's leading trade fair for the hairdressing trade, and the make-up artist design show (mads), the only trade fair especially for theatrical and beauty make-up artists.

### **Press Contact:**

Alexander Kempe  
Marion Hillesheim  
Tel.: +49(0)211/45 60-997/-994  
Mail: [KempeA@messe-duesseldorf.de](mailto:KempeA@messe-duesseldorf.de)  
[HillesheimM@messe-duesseldorf.de](mailto:HillesheimM@messe-duesseldorf.de)



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