

TOP HAIR INTERNATIONAL Trend & Fashion Days Düsseldorf Delight the Trade Audience

TOP HAIR INTERNATIONAL Trend & Fashion Days Düsseldorf – offering the range of a high-quality and creative trade fair combined with a first-class show, workshop and congress programme – have fully met expectations. On two days 25,000 visitors came to exhibition halls 8a and 8b to be inspired by the range from the 400 exhibitors and brands from 15 countries. "Overall, it has been a positive result. We anticipated this drop in visitor numbers because in five weeks the world hairdressing championships Friseur WM will be held in Germany," says Director Helmut Winkler.

Christian Schikora, Managing Director at TOP HAIR INTERNATIONAL GmbH, was also more than satisfied with the success of the joint event: "TOP HAIR INTERNATIONAL Trend & Fashion Days Düsseldorf enjoy a great standing in the sector. Everyone involved really looks forward to the event in Düsseldorf with great anticipation. TOP HAIR DÜSSELDORF is and remains the "place to be" – no ifs, no buts. Over the years this fair has developed extraordinarily well and the innovative concept is paying off. The central show stage demonstrates the joint collaboration between exhibitors and organisers and is the only one of its kind in Europe."

The quality of the first-class shows featuring international star hairdressers on TOP HAIR DÜSSELDORF's large stage is also unsurpassed throughout Germany. The highlights at this year's events included the shows of Anthony Mascolo and Patrick Cameron that triggered real waves of delight amongst visitors. The stagings care of Schwarzkopf Essential Looks, Trio Hair, Markus Herrmann, Francek Team, People & Schumacher and Sebastian Böhm also went down exceedingly well in the show hall.

The newly arranged workshop stages were host to a total of 90 practice-oriented presentations. International teams were also on show here – including People & Schumacher, Trio Hair, the Glynt Artistic Team, Paul Gehring and Frauke Albrecht, Compagnia della Bellezza, Donald Scott for Paul Mitchell, Frank Brormann, Berrywell, Mike Karg, Markus Herrmann, Dana Wittmann, the Capelli Group for Glynt, teams from C:EHKO and Schwarzkopf/Clynol plus many more.



22.-23.03.2014

Fachmesse – Show – Kongress für die internationale Friseurbranche

trade fair – show – congress for the international hairdressing industry

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The global
Association of the
Exhibition Industry



Ausstellungs- und
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At the always fully subscribed congress top speakers like Regina Först, Trudelies Grigoletto, Daniela Ben Said, Nikolas Feireiss, Caroline Krüll, Ralf Kühler, Wolf Davids, Wolfgang Peppmeier, Udo Luy and Michael Goerke presented to visitors commercial themes like marketing, salon management and personality development.

The next TOP HAIR INTERNATIONAL Trend & Fashion Days will be held from 28 to 29 March 2015. Running concurrently with this event from 27 to 29 March is BEAUTY DÜSSELDORF.

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Exhibitor Testimonials on TOP HAIR INTERNATIONAL Trend & Fashion Days 2014

Eva Gertz, Press Officer at Alcina

TOP HAIR is a top level event. When you talk about trade fairs in Germany this is the one you talk about. Here you look forward to meeting customers. Also, around our stand it isn't too loud so you can have a good conversation. I like the supporting programme and we also make our own contribution to this.

Katharina Jahrling, Managing Director at Schwarzkopf Professional

To my mind, TOP HAIR is gaining in quality every year. It is the perfect venue for product innovations and we hold very interesting conversations here. It boasts an excellent combination of workshops and forums. The trade fair, as well as Düsseldorf itself, has family feel to it – and that suits the hairdressing sector perfectly.

Tobias Kütscher, Managing Director at TIGI Haircare GmbH

Others like to attend the world hairdressing championships Friseur WM in Frankfurt but we very consciously opt for Düsseldorf. A highlight this year without question was the Anthony Mascolo Show which met with a great response across the board. For us TOP HAIR is a very good platform for delighting and meeting customers again but it is also great for forging new contacts.



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**Wilfried Lindloff, Managing Director for Trade Events at Hair Haus
Friseur Partner / KMS Group Management GmbH**

There may have been fewer visitors on the opening day but we were still able to hold interesting talks. To our minds, TOP HAIR enjoys a high standing already because of our location in the neighbouring town of Viersen – obviously we want a presence here. The mood in the sector is tense at present and many hairdressers are worried about the minimum wage. The close timing this year of Cosmoprof, Friseur WM and also TOP HAIR is unfortunate.

**Hendrik Rumpfkeil, Managing Director at Gieseke Cosmetic
International**

Normally, TOP HAIR is the most important trade fair for us. What we showcase here generally goes down well and so also develops well. However, because of the Friseur WM event in Frankfurt, this year's TOP HAIR has been pushed into second place. When it comes to organisation in parking spaces I do believe there is room for improvement.

Felix Weiser, Laboratoire Biosthétique

After a subdued start I see good quality here in the Sunday visitors. I would like to stress the high-quality supporting programme that for us is a significant element at this event. It picks up on themes that appeal to salon operators and staff alike and conveys the fun and enjoyment that further training brings.

Dr Peter Wenzel, Managing Director Olymp

Despite altered exhibitor structure, to our minds the trade fair has not lost any of its quality. For us it is still one of the best throughout Europe. We find that the blend of shows and specialist lectures works very well and I don't know any other fair that offers this at such a high level. We have been here since the start and always like coming back.

Noah Wild, Executive Board Member at WILD Beauty, Paul Mitchell

We like coming here every year because for visitors the fair in Düsseldorf means high quality. The setting is perfect, the workshops are great and interesting – also ideal for learning skills up close, which is exactly what hairdressers want. All in all, TOP HAIR is quite simply a great stage.



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Testimonials from Performers at TOP HAIR INTERNATIONAL Trend & Fashion Days 2014

Sebastian Böhm

As a fixture on the central European hairdressing scene TOP HAIR DÜSSELDORF is, to my mind, always the nicest event in the year.

Patrick Cameron

The trade fair is simply brilliant. I think it's great that visitors get everything on one ticket – especially also the workshops and interactive content. Very many trade fairs worldwide could learn a great deal from the TOP HAIR DÜSSELDORF concept. When it comes to training and educating hairdressers, TOP HAIR is fantastic – you can really feel the incredible dynamism running throughout the event. I'd love to be able to come back here again.

Anthony Mascolo

This event here in Düsseldorf is absolutely fantastic. Everything is very professionally organised and the exhibition in both halls is stunning. I can only congratulate TOP HAIR DÜSSELDORF. It was a great honour for me and my team to be a part of the Saturday evening show.

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