

Optimised Dates: TOP HAIR INTERNATIONAL Trend & Fashion Days Düsseldorf to be held on Two Days in 2014

“Compact, Creative and Competent”

From 2014 the TOP HAIR INTERNATIONAL Trend & Fashion Days Düsseldorf (22 and 23 March 2014) will be presented in even more compact format than before. In time for the tenth anniversary of the TOP HAIR Days the organisers will optimise the dates for this top-notch event for hairdressers. In future, Monday will be deleted and instead the trade fair will already start at 12 am on Saturday (instead of 3 pm until now). “In addition to all the congratulations on the success of our concept over the past few years exhibitors and visitors also often voiced their regrets that the TOP HAIR INTERNATIONAL Trend & Fashion Days Düsseldorf only opened on the afternoon of Saturday and that visitor attendance on Monday fell short of expectations. Messe Düsseldorf and TOP HAIR International GmbH as the organisers have now responded to this request,” explains Director Helmut Winkler.

Unchanged Programme in Condensed Form

The shorter duration of the trade fair results in cost benefits for exhibitors and visitors despite the same quality and the same high-quality ranges. “The concept of the TOP HAIR Days combining trade fair, shows, workshops and congress on just one admission price is unique! There is no comparable offering in Europe,” stressed Dr Rebecca Kandler, Editor-in-Chief of the TOP HAIR International journal, underlining the outstanding position of the Düsseldorf event. Special characteristics of the TOP HAIR Days are its professional, communicative atmosphere and the upscale setting in all segments that create the best conditions for making contacts and doing business. The interactive events for salon staff entitled “Career and Training” held on Monday until now, will now be incorporated into the weekend programme on Saturday and Sunday. For the 10th anniversary the motto of the TOP HAIR INTERNATIONAL Trend & Fashion Days Düsseldorf reads “compact, creative and competent.”

The next TOP HAIR Messe Düsseldorf will be held on Saturday and Sunday, 22 and 23 March 2014.

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Fachmesse – Show – Kongress für die internationale Friseurbranche

trade fair – show – congress for the international hairdressing industry

top-hair-international.com



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Mitgliedschaften der
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The global
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Ausstellungs- und
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