

## Learn from the Best: International Star Hairdressers TOP HAIR INTERNATIONAL Trend & Fashion Days

### First-Class Programme on 5 and 6 March

On the first weekend of March the curtain rises once again on TOP HAIR International Trend & Fashion Days Düsseldorf. On Saturday 5 and Sunday 6 March this leading event in the hairdressing sector offers a particularly exciting, varied and spectacular mix of world-class shows, workshops, Cutting Factory, congress and trade fair. Hairdressers will again have the opportunity to see trend experts live and learn from the best in the sector. Here a first-class expert programme featuring over 120 events and 1,000 protagonists will provide information, inspiration and good entertainment. In Düsseldorf the top stars present their latest collections, products, colours and trends and allow visitors to watch over their shoulders as they demonstrate the latest techniques.

### Show Spectacle with Top Stars

On the big show stage at TOP HAIR international star hairdressers will present their spectacular shows. The unique catwalk in the show hall 8a will showcase the crème de la crème of the hairdressing scene. The highlight on Saturday night comes care of Robert Cromeans, Global Artistic Director at John Paul Mitchell Systems. Together with his team the Scot celebrates the art of visionary hairdressing and sets international standards.

After the inspiring performances of previous years British up-do legend Patrick Cameron is back in Düsseldorf. Further highlights in the show programme include ombré specialist Guy Tang from Hollywood and Toni & Guy for Redken appearing alongside It's a Man's world by 1o1Barbers, Markus Salm for System Professional Men with the creative team for Wella Professionals and collection highlights from Sebastian, Londa and Sassoon Professional, Mario Krankl & Icono by Goldwell as well as Live Beautifully by Paul Mitchell. And then "It's party time!" when live music and a party DJ will bring fun and dancing into the trade fair hall.

### Workshops offer Practical Know-How for the Salon

The four Workshop stages will focus on the latest techniques and practical know-how for everyday use at the salon. Here in a detailed and practical format the teams present their interpretations of the current trends and



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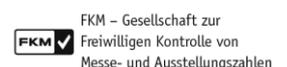
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explain cuts and coloration tricks. The line-up includes Paul Mitchell, Kevin Murphy, Hairdeluxe ag, Wella, Toni & Guy for Redken, Gandini, Markus Salm, Frank Brommann, Sexy Hair, Hair Haus, Sassoon, Markus Herrmann, Goldwell, Kemon, L'anza, KIS, Londa, Bärbel Hopf, Davines, Moroccanoil, KMS, Farouk, Swiss o Par, Glynt, Compagnia della Bellezza, Sebastian, Selective Professional, magicfoil, Meininghaus and TomlCo.

### **New Cutting Factory – “Urban Style”**

The Cutting Factory will now take on a new look under the “Urban Style” heading. Presented for the first time last year, current trend techniques like braiding, up-dos, blow-drying, extensions, styling and barbering will once again feature at the Cutting Factory, as will interactive elements. Visitors can watch everything live and direct, try things out for themselves and chat with the protagonists. Showing off their scissor and razor skills this year will be Michel Lößel, Marco Wojach, Marco Küvele, Donald Scott, Dana Wittmann, Christian Schneider, Annerose Cutivel, Compagnia della Bellezza, Davines, Iris Sveinsdottir, Danny Verheijen & Raymon Schulte and Jörg Fahn. As usual, the Cutting Factory offers visitors a varied programme for joining in, learning and interactive working.

### **Congress for Entrepreneurial Further Training**

The TOP HAIR Congress offers salon entrepreneurs and ambitious employees information on themes like marketing, salon management, conflict resolution, personal development and teamwork. The themes are presented in a relaxed, accessible manner by top-notch speakers who show what else you need in a salon alongside hairdressing skills. Key details are delivered here by such names as Daniela Ben Said, Wolf Davids, Biyon Kattilathu, Claus Bielz, Sascha Thomas, Stefan Hagen, Trudelies Grigoletto, Sabine Hübner, Stephan Bethke, Ruth Nowark, Tosin A. David and Stefan Suchane.

### **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



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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".

### **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](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 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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