

## TOP HAIR – DIE MESSE Düsseldorf: Meeting Point for European Hair Professionals in New Halls

On 10 and 11 March 2018 Düsseldorf will once again become the meeting point for European hair professionals. Over 35,000 trade visitors attended the sector's leading fair last year – a new record. "These visitor numbers made for a sometimes very packed exhibition in Halls 8a and 8b that were used for the event until now. Due increased space requirements we are now moving into Halls 4, 5 and 6, thereby optimising the exhibition space. For exhibitors and visitors this means we are creating more room, greater comfort and an improved service," says Michael Degen, Executive Director at Messe Düsseldorf. Now in its 14<sup>th</sup> edition the name of the trade fair is also to be modernised and will in future read "TOP HAIR – DIE MESSE Düsseldorf". The successful partnership and cooperation with TOP HAIR International GmbH launched at the inception of the trade fair is also to be continued.

### Professional Atmosphere and High-Quality Setting

A special feature across all areas of TOP HAIR Düsseldorf is the professional, communicative atmosphere and the high-quality setting that create the best conditions for forging links and generating business. This is also valued by salon owners and master hair professionals who traditionally account for a particularly large proportion of visitors. The European hairdressing scene is represented in full in Düsseldorf. Over 450 exhibitors and brands from the hair cosmetics industry make for a complete overview of the sector. The unique successful concept of TOP HAIR Düsseldorf with its combination of trade fair, shows, workshops, Cutting Factory, Barbers' Corner and congress also remains intact – the international trade visitors in Düsseldorf can look forward to a top notch program and the latest developments in cutting, colouring and styling.

### Shows and Workshops featuring Top International Stars

Awaiting us on stage in Düsseldorf is a breath-taking mix of many top international stars. A particular highlight in the TOP HAIR programme are the elaborate shows in Hall 6. Alongside British up-do legend Patrick Cameron Kevin Murphy will this year also be demonstrating his artistry on the large show stage. The Australian is among the most highly sought after hair stylists in the world. The big Saturday evening show this year comes



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up with a styling legend: Robert Lobetta will be back on stage! Together with Artistic Director Shay Dempsey and Angelo Vallillo from the International Sebastian Artistic Team he will be presenting the European premiere of the Spring/Summer Collection entitled “e-VOLUTION”.

The line-up on the workshop stages at TOP HAIR Düsseldorf has been restructured. In Halls 4 and 5 the teams will present their interpretations of current trends, cuts and colouring tricks on each of the two stages. Among those featured are Artègo, Capelli Group, Chi, Compagnia della Bellezza, Eslabondexx Color, Fischbach & Miller, Frank Brommann, Glynt, Goldwell, Haar Vial, Hair Concepts, Kemon, L’anza, L’Oreal, Label.m, Mike Karg, Moroccanoil, New Flag Amika, Paul Mitchell, Pivot Point, Super Brilliant, Toni & Guy, Vitality’s and Wella.

### **Learn from the Professionals: Cutting Factory, Barbers’ Corner & Congress**

Whether with scissors, the razor, clippers or the knife – in 2018 the Cutting Factory in Hall 4 will once again be celebrating the art of hairdressing. Here trade visitors can watch top notch experts like Annerose Cutivel, Daniel Golz, Mike Karg or Dana Wittmann at work while pointing, slicing, graduating and shaving. Furthermore, visitors can try out what they have learnt on practice heads.

Another hot spot is the Barbers’ Corner in Hall 4 where everything revolves around the megatrend barbering. Like at the premiere in March, 2018 will also see the big special show featuring what makes a top men’s salon and what trends and techniques are currently dominating the traditional field of barbering. The exhibitor line-up includes everything a barber’s heart could desire: salon fittings and hairdressing accessories like decorative materials, hairdressing chairs and washing units, salon exclusive haircare, shampoo, styling and barbering products, skin and bodycare products, perfumery wares, shavers, scissors, brushes and combs as well as consultancy services and concepts on training and further training.

Visitors to the TOP HAIR Business Congress in Hall 4 will need to whip out their pens and pencils rather than scissors. Here, in lectures, renowned speakers like Stephan Bethke, Peter Brandl, Wolf Davids, and Heiko Schneider will convey their entrepreneurial and strategic knowledge from the fields of marketing, management and communication. Lectures include



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topics like “Refreshed! How to become the #FavouriteBrand that Delights Customers”, “Self-Diagnosing Hair Colour ‘Welcome to the 21<sup>st</sup> Century’ – How Hairdressers involve the Internet in the Salon” or “The Golden Salon: From a Bottomless Pit to a Goldmine”.

### **Top Salon**

Things will get exciting on Saturday evening, 10 March, where the “TOP Salon – The Challenge” award will be presented on the big show stage in Hall 6. The best hair salons in Germany will be awarded for the 22<sup>nd</sup> time now by TOP HAIR International GmbH. In five categories salons will be honoured whose public image, customer approach, staff retention, innovation and consistency were able to convince the jury. The categories are as follows: Design (pioneering interior design), Employer (talent scouting and training), Concept (innovative business models), Marketing (outstanding commercialisation) and Best Practice (here success and tradition go hand in hand). This year an independent jury will be nominating three salons per category before the (test) customers decide the winners.

### **Full Service**

TOP HAIR Düsseldorf offers visitors a comprehensive service. The guide featuring the complete list of exhibitors, hall maps and programme is available free of charge on site. Also free to use is the on-site crèche (for children aged 4 and over), cloakrooms and left luggage as well as public transport within the VRR transport network (with a valid admission ticket). Furthermore, there are reasonably priced travel offers on German Railways from € 99 as well as packages for trade fair visits and hotel accommodation in comfortable hotels near the city centre including breakfast from € 129 (early bird special from € 119).

### **One Admission for Everything**

TOP HAIR – DIE MESSE Düsseldorf is open from Saturday, 10 March 2018, from 12.00 noon to 8.00 pm (last entry by 7.00 pm, followed by opening show and party) and Sunday, 11 March 2018, from 9.00 am to 6.00 pm. For trade visitors the following applies: see everything for one price. A valid trade fair ticket covers all features in the line-up. A day ticket ordered online costs € 78, full-event admission costs € 118 (respectively € 83 and € 122 on the day at the cash-desk) – allowing trade visitors to attend both the trade fair as well as all shows, workshops plus the Cutting Factory and



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congress events. Furthermore, tickets on Saturday and Sunday include entry to the concurrently held BEAUTY DÜSSELDORF. In addition, visitors also enjoy admission to the make-up artist design show, the world's only trade fair exclusively for stage and beauty make-up artists.

Visitors can obtain more information on TOP HAIR – DIE MESSE Düsseldorf from our hotline on +49 (0)211 45 60-7615 or online at [www.top-hair-international.com](http://www.top-hair-international.com) and [www.facebook.de/tophairtrendfashiondays](https://www.facebook.de/tophairtrendfashiondays)



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**Please mention in your coverage that TOP HAIR – DIE MESSE Düsseldorf is a trade-only event.**

**You can find downloadable photos for use in your early reporting at <http://medianet.messe-duesseldorf.de/press/tophair>**

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