

TOP HAIR Düsseldorf – DIE MESSE

New Name, New Logo, New Halls: Europe's Leading Hairdressing Trade Fair gears up for the Future.

To be perfectly geared up for the future Europe's leading fair for the hairdressing trade is positioning itself anew. In addition to the move into Halls 4, 5 and 6 and an entirely new logo the new name also aims to inject a breath of fresh air into the event. Running on the second weekend of March 2018 the event will be known as **TOP HAIR Düsseldorf – DIE MESSE**.

"After a total of 13 events the time had come for some changes. The halls housing the event until now had simply become too small for the over 35,000 visitors. From spring 2018 we will have three halls at our disposal that will make for an exceptional setting. By using Halls 4, 5 and 6 we can offer our customers even more space, greater comfort and better quality service," delights Michael Degen, Executive Director at Messe Düsseldorf. "Thanks to improved hall layout we can cater to current growth requirements while maintaining the event's existing high quality levels." To reflect these changes, a new logo will also be introduced with immediate effect.

The unique success concept of TOP HAIR Düsseldorf with its combination of trade fair, shows, workshops, Cutting Factory, Barbers' Corner and congress will basically remain in place. "We attach special importance to the high quality of the range that we will also be developing further in 2018 together with our partner TOP HAIR International GmbH. Thanks to this partnership trade show know-how, specialist expertise and proximity to the hairdressing trade will come together so that we can tailor the line-up to the needs of hairdressers while ensuring the continued high standard of this event," adds Degen.

Top-Flight Programme Now in Three Halls

The large show stage is planned to feature in Hall 6. Two workshops and the orders section will be located in Hall 5 while Hall 4 will be the focal point for direct sales, two other workshops, the Cutting Factory, the congress as well as Barbers' Corner.

TOP HAIR Düsseldorf will in future also offer exactly what hairdressers need for further training and inspiration. With its high identification factor



10. + 11.3.2018

www.top-hair-international.de

Internationale Leitmesse
für die Friseurbranche

Leading Trade Fair for the
Hairdressing Industry



Messe
Düsseldorf

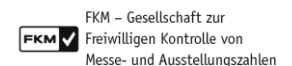
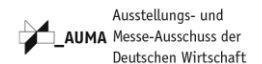
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and fantastic public image the Düsseldorf event is and remains indispensable to the sector.

More information on TOP HAIR Düsseldorf – DIE MESSE can be found at www.top-hair-international.de

Please mention in your coverage that TOP HAIR Düsseldorf is a trade-only show.

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

Three Concurrent Trade Fairs in the Second Weekend of March

In the second weekend of March 2018 Düsseldorf will be very much be the meeting point for beauty: BEAUTY DÜSSELDORF, the Leading International Trade Fair for Cosmetics, Nail, Foot, Wellness and Spa will run from Friday 9 to Sunday 11 March 2018. With a two-day overlap Saturday 10 and Sunday 11 March 2018 will see the concurrent holding of TOP HAIR Düsseldorf – DIE MESSE, Europe's leading hairdressing event as well as the unique make-up artist design show exclusively for stage and beauty make-up artists.

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