

TOP HAIR – DIE MESSE Düsseldorf

The TOP HAIR Shows and Barbers' Corner: Curtains Up for the Latest Hairdressing Trends

Concentrated sectoral know-how and inspiring shows featuring top-notch presenters – these are the ingredients that go into the unique supporting programme at TOP HAIR – DIE MESSE Düsseldorf running on 10 and 11 March. In Halls 4, 5 and 6 visitors to Europe's leading hairdressing fair can deepen their practical knowledge in the field on not one but several show stages, they can glean exclusive business knowledge from international greats in the sector as well as familiarise themselves with the latest collections, products, tools of the trade, techniques and colours in live stagings. And not just at the TOP HAIR Congress, the Cutting Factory or in the workshops. Barbers' Corner in Hall 4 and the large catwalk in Hall 6 both offer a top-class stage line-up featuring a wide array of highlights.

New in Hall 6: The TOP HAIR Shows

This year Hall 6 will become probably the largest hairdressing salon in the sector. With an impressive show stage and seating for some 2,000 spectators the largest hall at Düsseldorf Exhibition Centre will, for the first time now, provide the backdrop for the unique TOP HAIR Shows. Things kick off on the catwalk on Saturday at 4.15 pm and on Sunday at 10.30 am. The top-notch line-up traditionally forms a who's who of the sector, amongst others including the up-do legend Patrick Cameron from New Zealand, the Australian star hairdresser Kevin Murphy (Art.School), the international team from Toni&Guy ("FUTUREWISE"), Goldwell (ICONO "Renew"), the team from P.A.M. college from Mannheim featuring the Redken artists Marco Arena and Justin Isaac (Redken Shades EQ) as well as Keller the School from Stuttgart together with J.7 School and Kertu (L'Oréal Professionnel).

Saturday Night Show featuring Robert Lobetta and Shay Dempsey

10 March will see an absolute highlight in the form of the elaborately staged Saturday night show on the catwalk in Hall 6 – this year featuring the top-notch team from Sebastian Professional. From 8.00 pm Creative Visionary Robert Lobetta, Global Artistic Director Shay Dempsey and the multiple prize-winning international artist Angelo Vallillo will present the



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www.top-hair-international.de

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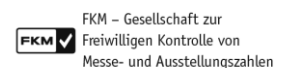
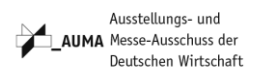
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Spring/Summer collection “e-VOLUTION” in Europe for the first time before the legendary TOP HAIR party then gets into full swing. Live Music Connection and DJ Pablo will treat the guests to a large repertoire of songs crossing a wide variety of genres deep into the night.

TOP Salon Award 2018

Ahead of the big show on Saturday evening at 6.15 pm the winners will be announced on the catwalk in Hall 6. Here the hairdressing trade magazine TOP HAIR International will, for the 22nd time, honour Germany’s “TOP Salons” in five categories: Best Practice (tradition, consistent success and continued further development), Concept (innovative business models), Design (award-winning interior design), Employer (talent recruitment and training) and Marketing (exceptional marketing).

Barbers’ Corner 2.0 in Hall 4

What is it that makes a top men’s hairdressers’? What trends and techniques are currently dominating the barbering trade? Everything revolving around the megatrends of barbering and gentlemen’s grooming can be found in Hall 4. Here the special exhibition Barbers’ Corner featuring its own action stage will be heading into its second edition. Showcased here will be salon furnishings and accessories as well as decorative aids, hairdressing chairs and hairwashing facilities, salon-exclusive haircare, shampoo, styling and barbering products, skin and bodycare products, perfumery products, razors, scissors, brushes and combs as well as consultancy services and further education and training concepts. Exhibitors here include Barbers Concept, Bart Zart, Beardpride, Cabello Cosmetics, Gieseke Cosmetic, Gladjakkers, Mr. Dutchman, JUUCE and Terapima International. These are supplemented by the likes of 101 Barbers, Bergmann/Bald Barbering, Golddachs, Redken Brews featuring Pascal Jahn for Tondeo and The International Esquire Grooming Team as well as the Tondeo Barbers’ Toolbar team who will be showcasing the latest trends and techniques live on the action stage – on Saturday from 12.30 pm and Sunday from 10.00 am. The Barbers’ Corner line-up is rounded off by the Mobile Barbershop care of The Container Barber from Denmark to feature on the outdoor space in front of Hall 7a.

All Programme Highlights at a Glance with the TOP HAIR App

With the interactive hall layout map, the list of exhibitors and the



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programme overview, the TOP HAIR App helps you plan your visit before and during the trade fair, to find your way around on site and to keep on top of things. The App is free to download and available at: <http://www.top-hair-international.com/app>.

The TOP HAIR Ticket: The Entire Programme for One Price

With a valid admission ticket all items on the programme agenda at TOP HAIR – DIE MESSE Düsseldorf are included without exception. A day ticket ordered online costs € 78 and a ticket for the entire duration of the trade fair costs € 118 (or € 83 and € 122 respectively when purchased from the ticket counters on the day).

For more information on TOP HAIR – DIE MESSE Düsseldorf visitors can contact the hotline on +49(0)211 / 4560-7615 or visit www.top-hair-international.com and www.facebook.com/TOPHAIRDieMesse.

In your reporting please mention that TOP HAIR – DIE MESSE Düsseldorf is a trade fair exclusively open to trade visitors only.

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

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We would appreciate a complimentary copy in the event of publication.



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