

Great Line-Up with Top Notch Protagonists: TOP HAIR DÜSSELDORF 2017 gives the Hairdressing Sector a Huge Stage

Varied Combination of Trends, Event plus Exhibitors and Brands

The TOP HAIR International Trend & Fashion Days Düsseldorf held on 1 and 2 April 2017 offer an incomparable combination of trends, event and trade fair. Visitors to the leading fair can look forward to an exclusive line-up combining creativity and business and can experience the latest innovations up close and personal. In Düsseldorf the hairdressing sector is literally given a huge stage. A total of over 450 brands and exhibitors will offer the 30,000 visitors coming here from throughout the world a comprehensive overview of the market. The top-notch specialist programme boasting over 160 presentations guarantees an excellent level and good entertainment. The big show stage, the workshop stages and the Cutting Factory will be host to experts presenting new collections, products, tools of the trade, techniques and colours. The congress will feature renowned speakers talking on topics such as marketing, management and communication. A total of over 1,000 protagonists will attend, providing exciting shows and key information. One admission ticket for everything – only in Düsseldorf.

Top Shows featuring International Stars

The first day of the trade fair begins on Saturday at 12 noon. This is when the curtains rise and the multi-faceted hairdressing business will present itself in all its variety. The varied shows in Hall 8a are among the programme highlights of the TOP HAIR trade fair. On the big show stage some 2,000 spectators on the stands will be treated to a blend of glamour, creativity and inspiration. There has never been as many shows as this year – the line-up includes a total of 17 top acts making for 14 hours of top-class entertainment.

British up-do legend Patrick Cameron is one of the many highlights on Saturday. At 3.30 pm he will be presenting his new show “Goddess Collection” (which will also be repeated on Sunday at 10.00 am). Also on stage on the first day are Frank Brommann, Guy Tang, the New Flag Education Team and the Schorem Barbers before the Special Show makes for a glittering and exceptional Saturday night. The Austrian avant-garde king Mario Krankl and star hairdresser Ken Hong from Singapore wish to



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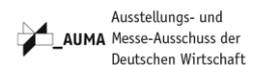
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offer an unforgettable performance with their show Transmission – from Europe to Singapore. The evening show will then be followed by the legendary TOP HAIR party. The premium band “Goodfellas” will have first-class live music in store in a colourful mix of pop, rock, dance, R&B and classical music. Here there is something for everyone and in the exhibition hall you will be able to dance and party the night away.

Other highlights in the show programme include stagings by Baderknechte, Brockmann and Knoedler with the presentation "Color Contouring by Wella Professionals" and Trio Hair with "Try Me, I'm EIMI". L'Oréal Professionnel will feature on the Sunday with the teams Kertu Hair & Style, J7 school, Frank Brommann, mod's hair Paris and Keller the school. The worldwide ICD association of successful hairdressers will also be presented on the show stage on Sunday with the Intercoiffure team.

Great Hairdressing Artistry in Workshops

On the workshop stages in Hall 8b the focus will be on practical knowledge for salon routine and the latest trends and techniques. Providing a varied and exciting line-up this year are the likes of Amika Style, Artego, CHI, Brockmann and Knoedler for "Color Contouring by Wella Professionals", D. Machts Group for L'Oréal Professionnel, Davines, Dear Barber, Eslabondexx Color - Open Your eyes by Claudio Lapenna KMS Group, Frank Brommann for L'Oréal Professionnel, Glynt Artistic Team, Goldwell, J.7 school for L'Oréal Professionnel, Keller the school for L'Oréal Professionnel, Kemon, Kertu Hair & Style for L'Oréal Professionnel, KIS Keratin Infusion System, Label.m., L'ANZA, More Success in the Salon with TH Carecut presented by Jaguar/TCC, Meininghaus, Mike Karg Dry HairCut "All American Hair", Moroccanoil, Oliver Schmidt Hairdesign for L'Oréal Professionnel, Paul Mitchell, Ronald Reinholz for L'Oréal Professionnel, Selective Professional, Super Brilliant Color-True Inspiration by Ugur Tokdemir & Marcus Becks KMS Group, Toni & Guy, Trend Collection Spring/Summer presented by Wella Color Club and the Wella Creative Team, Try me I 'm EIMI presented by TRIO HAIR, Unique Way and Vitality's by Gandini.

New at TOP HAIR DÜSSELDORF is the special show “Barber’s Corner” with trends, techniques, products and special offerings revolving around the topic of barbering. In this context trendy Rotterdam stars the Schorem Barbers will be presenting a taste of the art of barbering with their German



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premiere on the show stage on Saturday.

Tips, Tricks and Techniques in the Cutting Factory

The Cutting Factory offers visitors a varied programme for joining in, learning and interactive working. Here everyone has the opportunity to pick up a pair of scissors and comb and come into conversation with the protagonists. However, observing the professionals also promises to be exciting given the large range of themes on offer. The Cutting Factory places essentials centrestage: the unadulterated art of hairdressing. With scissors, a razor, hair cutters or a blade. Here experts will be showcasing all the tips and tricks and providing intense insights into their art. Techniques like braiding, up-dos, blow drying, extensions or styling are picked up on – reinforced by the trend theme of barbering. This year visitors will be able to watch Amika, Annerose Cutivel, Davines Blowdry, Daniel Golz (Mizutani), Haaro Friseurbedarf Danny Verheijen & Raymon Schulte, Jaguar, Paul Mitchell, Mike Karg, Tondeo, Dana Wittmann and Old school cuts Barbertrends powered by Wahl (Christian Schneider & Chris Mattick) at work.

Congress Programme with Top Speakers

To successfully run a salon it is not enough to be a good hairdresser. You also need entrepreneurial knowledge, an understanding of human nature and the ability to motivate people. The TOP HAIR Congress offers hairdressing enterprises and ambitious employees information on themes like marketing, salon management, conflict solving, personality development or teamwork. The top speakers in this year's congress programme will explain to visitors in a relaxed and accessible way the details that can make the difference – particularly in terms of service or customer care. On the stage in Hall 8b, 1st Floor, Room 814 this year will be Claus Bielz, Wolf Davids, Daniel Golz, Dirk Gresch, Trudelies Grigoletto, Klaus Kobjoll, Monika Matschnig, Oliver Schmidt, Heiko Schneider and Stefanie Voss.

TOP Salon Award

Things will hot up on Saturday evening, 1 April, at the presentation of the "TOP Salon - The Challenge" award on the big show stage in Hall 8a. For the 21st time TOP HAIR International will be presenting awards to the best hairdressing salons in Germany in five categories: Design (pioneering



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interior design), Employer (talent winning and training), Concept (innovative business models), Marketing (outstanding marketing) and Best Practice (here success and tradition go hand in hand). Here salons will be honoured whose external image, customer approach, staff loyalty, innovation and consistency were able to convince the jury.

Complete Service

TOP HAIR DÜSSELDORF offers its visitors extensive services. The trade fair booklet with its complete list of exhibitors, hall plans and programme is free and available on site. Also free are the child care facilities (for children aged 4+), the cloakroom and left luggage facilities as well as all means of public transport in greater Düsseldorf (with a valid admission ticket). Furthermore, there are also low-cost offers for travelling on German railways (Deutsche Bahn) from € 99 as well as package tours including admission to the trade fair and hotel accommodation (First Class Hotel, 4 stars) from € 139.

One Admission Ticket for Everything

TOP HAIR DÜSSELDORF is open on Saturday, 1 April 2017, from 12.00 noon to 8.00 pm (admission until 7.00 pm, followed by opening show and party) and on Sunday, 2 April, 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 1,500 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 and www.facebook.de/tophairtrendfashiondays



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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

In spring 2017 Düsseldorf will be all about beauty: BEAUTY DÜSSELDORF, the leading International Trade Fair Cosmetics, Nail, Foot, Wellness and Spa, will be held from Friday 31 March to Sunday 2 April 2017. Overlapping for two days (on Saturday 1 and Sunday 2 April 2017) will be TOP HAIR INTERNATIONAL Trend & Fashion Days, Germany's leading trade fair for the hairdressing trade, and the make-up artist design show (mads), the only trade fair especially for theatrical and beauty make-up artists.

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