

TOP HAIR – DIE MESSE Düsseldorf

The TOP HAIR Workshops and Schnitffabrik: Everything Needed for Salon Routine

TOP HAIR – DIE MESSE Düsseldorf will place hairdressing crafts in the limelight on 10 and 11 March. As the leading trade fair for the industry it will offer the complete overview of new trends and products in the hairdressing-related segments barbering, professional articles, decoration and promotional articles, services, furnishing, hair pieces, hair cosmetics, wigs, tools and wellness products. As part of its extensive accompanying programme the international trade fair for the hairdressing industry – to occupy Halls 4, 5 and 6 with a new name and a new logo for the first time in 2018 – will also encompass extraordinary forums for in-depth networking and practice-driven knowledge transfer. The Schnitffabrik (Cutting Factory) in Hall 4, for example, provides an exclusive look over the stars' shoulders while inspiring interpretations of topical cuts and colour tricks are featured in the re-structured workshops in Halls 4 and 5.

Halls 4 and 5: Workshops Re-Loaded

Four stages, two halls – re-located and newly segmented the multi-faceted ranges of the TOP HAIR Workshops are presented in Halls 4 and 5 for the first time. Inspirations and hands-on knowledge for everyday salon operations will be provided on Saturday from 12.20 pm to 7.30 pm and on Sunday from 9.20 am to 5.50 pm – simultaneously on all four stages and almost non-stop – in true TOP HAIR style. The protagonists will include the high-calibre teams from Artègo, Capelli Group, Chi, Compagnia della Bellezza, Eslabondexx Color, Fischbach & Miller, Frank Brommann, GHD, Glynt, Goldwell, Hair Concepts, Kemon, L'anza, L'Oreal, Label.m, Mike Karg, Moroccanoil, New Flag, Amika, Paul Mitchell, Pivot Point, Super Brillant, Tigi, Toni & Guy, Vitality's and Wella, to name but a few.

Hall 4: Tips, Tricks and Techniques at the Schnitffabrik

The art of haircutting – with scissors, shavers, clippers or blades – will this year once again be celebrated at the Schnitffabrik in Hall 4. Here – on Saturday between 12.30 pm and 6.30 pm and on Sunday between 10.00 am and 5.00 pm – such experts as Dana Wittmann, Daniel Golz, Maik Kaiser, Mike Karg or Paul Mitchell as well as teams for Compagnia della



10. + 11.3.2018

www.top-hair-international.de

Internationale Leitmesse
für die Friseurbranche

Leading Trade Fair for the
Hairdressing Industry



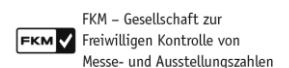
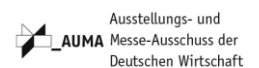
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Bellezza and Tondeo Cut and Style will allow visitors to look over their shoulders in 30-minute sessions as they point, slither, graduate and shave. Furthermore, trade visitors will have the opportunity to network with the actors swapping tips and tricks.

All Programme Highlights at a Glance: the TOP HAIR App

In keeping with the new trade fair appearance, the App for TOP HAIR – DIE MESSE Düsseldorf will also be given a facelift. However, those functional features that help you prepare your trade fair visit anytime anywhere will remain unchanged: once installed the TOP HAIR App offers users the interactive hall plan, exhibitor list and programme overview prior to and during the trade fair. For a free download of the App go to: <http://www.top-hair-international.com/app>.

The TOP HAIR Ticket: All Programme Items at One Price

With a valid trade fair ticket, admission to all programme features at TOP HAIR – DIE MESSE Düsseldorf is free – also including all the Workshops and Schnittfabrik sessions. When ordered online 1-day tickets for the fair cost € 78 and tickets for the entire duration cost € 118 (or € 83 and € 122 respectively when purchased from the ticket counters).

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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