

TOP HAIR – DIE MESSE Düsseldorf +++ Final Report +++

Everything your Hair could Desire: Best Results for TOP HAIR – DIE MESSE Düsseldorf

Once again, this year TOP HAIR Düsseldorf impressively proved that it is THE trade fair for the hair sector in Europe. The underlines the great interest in TOP HAIR – DIE MESSE Düsseldorf which once again posted its best results yet on 10 and 11 March. A total of over 37,000 trade visitors from 42 countries came to Düsseldorf to gather information from the 450 exhibitors and brands from 20 nations on the latest trends and products in the hairdressing relevant sectors of barbering, decorative and advertising instruments, furnishings/fittings, hair-cosmetic products, hair pieces, professional articles, services, tools, wellness products and wigs. The 14th edition of TOP HAIR Düsseldorf grew this year by one hall, running for the first time now in Halls 4, 5 and 6.

The New TOP HAIR Concept proves it Worth

“TOP HAIR is continually growing, thereby underlining its relevance for the sector as a brilliant business platform and important trade fair,” says Michael Degen, Executive Director at Messe Düsseldorf, delighting at the positive mood of the two previous days of the fair. The new look of TOP HAIR Düsseldorf with its new name, new logo and optimised hall layout has really proven its worth. Christian Schikora, Managing Director at TOP HAIR INTERNATIONAL GmbH, sums up: “I am overwhelmed at how well our new concept has gone down. Both exhibitors and visitors are delighted – all the effort we put in has paid off. What I personally like most is that the exhibitors have contributed to the upgrade and new approach of the trade fair and have adapted their stands to the upgraded concept at TOP HAIR.”

Multifaceted Supporting Programme

Coherently divided into the orders and direct sales segments sectoral greats like **Babyliss**, **Goldwell**, **L’Oréal Professional Products**, **Paul Mitchell**, **Tigi** und **Wella** as well as **Eslabondexx**, **ghd**, **Moroccanoil**, **Olaplex** and **Tondeo** presented their ranges in the field of hairdressing supplies, professional haircare and hair cosmetics. In addition to the trade fair range the unique TOP HAIR specialist programme consisting of the top class shows (Hall 6), workshops (Halls 4 & 5), Cutting Factory (Hall 4), Barbers’



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Messe Düsseldorf:

 The global
Association of the
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 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

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Christian Schikora

Corner (Hall 4) and Congress (Hall 4) also met with a very positive response. Delighting the trade visitors in 12 hours of shows, 103 hours of workshops and 15 hours of congress with lectures on salon management and communication were over 1,500 protagonists. The line-up here included up-do legend **Patrick Cameron** from New Zealand, Australian star hairdresser **Kevin Murphy** (Art.School), the Californian Instagram stars **Pulp Riot**, the international team from **Toni&Guy** ("FUTUREWISE"), **Goldwell** (ICONO "Renew"), the Redken artists **Marco Arena**, **Justin Isaac** and **P.A.M. college** from Mannheim (Redken Shades EQ) as well as **Keller the School** from Stuttgart together with **J.7 School** and **Kertu** (L'Oréal Professionnel).

In best TOP HAIR tradition an absolute highlight was the elaborately staged Saturday night show on the 27-metre-long catwalk in Hall 6 – this year with the top-class team from Sebastian Professional. In front of 2,000 spectators Creative Visionary **Robert Lobetta**, Global Artistic Director **Shay Dempsey** and the multiple award-winning International Artist **Angelo Vallillo** presented the Spring/Summer collection "e-VOLUTION" in an avantgarde, clean-cut staging.

#Digitalisation inspiring the Sector

"For hairdressers topics like digitalisation and social media are indispensable. You have to be active on the Internet to be able to position yourself at all on today's market," says social media star Daniel Golz from Bremen summing up the challenges facing the sector. The congress in Hall 4 here at TOP HAIR Düsseldorf played a central role. Hair professionals, from hairdressers and retailers to salon operators, received valuable business and strategic know-how from the fields of marketing, salon management, conflict resolution, personality development as well as management, all delivered by top class speakers like **Stephan Bethke**, **Franc Braun**, **Peter Brandl**, **Wolf Davids**, **Daniel Golz**, **Sabine Hübner**, **Heiko Schneider** and **Ulrike Zecher**.

The next edition of TOP HAIR – DIE MESSE Düsseldorf will be held on Saturday 30 and Sunday 31 March 2019. Running in parallel is the new BEAUTY DÜSSELDORF (29 to 31 March) with the make-up artist design show. Constantly updated information on TOP HAIR – DIE MESSE Düsseldorf can be found online at www.top-hair-international.de and www.facebook.de/tophairDieMesse.



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Exhibitor Statements:

Suzan Schlag, General Manager at L'Oréal Professional Product Division

"I am impressed with the power of our sector and here at TOP HAIR I am seeing impressive shows, intensive discussions, open, business-oriented and creative hairdressers! With our new structure and our new stand concept I am very proud to hear such positive feedback and look forward to a successful 2018!"

Veronika Rost, General Manager at Coty Professional Beauty Germany, Austria and Switzerland

"For us Top Hair is the leading trade fair in the German-speaking area – this is also what our business partners tell us. The new appearance and the new halls appeal to more hairdressers. We already had heavy footfall at our stand from Saturday at midday thereby allowing us to enjoy continuing, excellent exchanges with trade visitors. Audience magnets were our world premiere "Color DJ" – a personalised colour and care innovation and Wella Professionals INVIGO, the care brand for the conscious consumer. The trade fair is a great combination of inspiration and skilled craftsmanship: our highlight was the joint evening show care of Top Hair and Sebastian Professional though the quality on the workshop stages also delighted the audience."

Hendrik Rumpfkeil, Managing Director at Gieseke Cosmetic GmbH

"As ever, TOP HAIR is the leading trade fair and we are very satisfied to have been represented here with ten stands on total exhibition space of 1,000 m². The new hall layout with the option of designing our stands more compactly also convinced me. With a view to the – for us particularly interesting – German-Austrian market I can say that we saw very good footfall and were able to hold very good discussions."

Marcel Klöpping, Head of Corporate Communication at Dr. Kurt Wolff GmbH & Co. KG



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“As TOP HAIR approaches our anticipation grows. Our mood in the run-up and obviously during the fair is the best. Over and over again we have been able to discuss exciting topics at the stand – this year also on individualisation and personalisation. Beyond these trends in the sector were discussed, for instance colours trends and combinations. The geographic location of Düsseldorf makes it possible for us to exchange ideas with customers from the entire German-speaking area.”

Peter Wenzel, Managing Director at OLYMP GmbH & Co. KG

The new, more spacious layout at TOP HAIR was a good decision! For us this is a further step forward in the already excellent development of the trade fair. Overall appearance here in Düsseldorf now once again looks more professional. We presented ourselves here this year on extended space – and we are thoroughly satisfied!”

Stephan Pokorny, Managing Director at BARBERS CONCEPT

“We have been represented here at TOP HAIR with our concept since 2014 and having been posting good development. In line with the motto ‘360 Grad für den Friseur’ (360 degrees for the hairdresser) we are this weekend presenting a very broad portfolio on a total of seven stands. The new layout is slightly more spacious – there is now simply more room for discussions and contacts.”

Tobias Staehle, Managing Director at KAO Germany GmbH

“This year thanks to the new layout we have noticed things are less cramped. It was also interesting for us that fewer visitors are directly heading to sales but are instead using the opportunity to exchange ideas at the stand. On Saturday we had discussions with many decision-makers. We also liked how our competitors’ stands now look better presented so that everything here has risen a notch higher.”

Tobias Kütscher, General Manager Europe at TIGI Haircare GmbH

“We really like the new hall layout, we had a really excellent Saturday here and it was pretty busy at our stand. We were able to present our own workshops for the first time and offer high-quality presentations with our London creative team. Furthermore, we also used the trade fair to celebrate the world premiere of our new product ‘Copyright’.”



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Christiane Hupfeld, Marketing Manager at Belludio GmbH

“All roads lead to TOP HAIR, that much is clear! On the one hand, we used our appearance here in 2018 for Kevin Murphy to perform live – this generated a lot of interest. On the other, we were able to offer our visitors a feelgood setting at the stand with ‘Kevins Wohnzimmer’ (Kevin’s Lounge). Footfall was perceptibly higher than last year.”

Noah Wild, Management Spokesperson at Wild Beauty GmbH

“For us TOP HAIR Messe is always a mega stage that we have virtually become subscribers to. We have been here since the start and are delighted to be back this year. We now have 140 people with us at the stand. This shows that not only have we grown but so has the fair and everything it entails. It is very important, especially for the sector in Germany and also beyond, that we have a stage here where hairdressers can come together, hold nice discussions and together can show what great topics this sector has to offer.”

Marco Krückel, Managing Director at Blackboxx POS

“More space and a significantly extended show line-up – this is how we presented ourselves at this year’s TOP HAIR. The aim was to achieve more response and “surges of emotion” – and this we clearly achieved with the help of Daniela Katzenberger and Conchita 4711. The fact that we were able to close the highest deals at the stand once again shows us that our decision to consider and treat TOP HAIR as the sole and most effective sectoral meetup was the right one.”

Elke Rahmann, Marketing Management at TONDEO, United Salon Technologies GmbH

“For the first time we presented ourselves this year with two stands and indeed with significantly more space than last year. It seems to us the new hall concept optimised visitor flows and offered our visitors the chance to spend time at our stand and hold qualified discussions. For our part we have used this opportunity to introduce our 2018 product innovations such as our barbering knife without a protective edge and our newly developed “Fadeblade”.



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Henri Schumacher, Managing Director at HAIR HAUS GmbH

“From our perspective TOP HAIR is becoming more and more important as well as ever bigger and higher quality. For us it is and remains the leading trade fair. This mix of orders hall and sales hall suits us as everyone finds what they are looking for. The workshops seemed better attended to us than in the past and the stands are becoming higher quality with more elaborate design. All of this makes us pretty satisfied all round!”

Bodo Hillers, Managing Director at Stopperka GmbH

“At TOP HAIR things are always very professional. This year there was more space due to the new hall layout and we were obviously extremely satisfied with our nice, central location. One other plus point: after relocating the big show into its own hall things are calmer – allowing us to have a more focused exchange with our customers and partners.”

Daniilo Maletti, CEO at Maletti S.p.A.

“Every year we take part in up to 20 trade fairs. What we really like at TOP HAIR is the fact they we are dealing with sectoral professionals. Visitors here seek the special and extraordinary to set themselves apart. As a fashionable Italian firm this very much suits our concept. We showcase trends and introduce our new collection, new colours, as well as items made of real leather to an open-minded audience. Düsseldorf as a city is also a very pleasant location – a beautiful and fashion-conscious place!”

Statements by the Protagonists:

Kevin Murphy

“Trade fairs should convey ideas and inspirations that leave space for your own interpretations. This works exceptionally well here in Düsseldorf. Furthermore, I am also impressed by the size of TOP HAIR – Die Messe. It is much more comprehensive than anything we have in Australia.”

Daniel Golz

“What I first and foremost notice about TOP HAIR Düsseldorf is that I can take away lots and lots of impressions for my creative work and also my business. As a hairdresser I am able to draw inspirations from it non-stop. Furthermore, I can save up my salon routine over a whole year for two days here. That’s what is most important here.”



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Guy Tang

“I love coming here as I love TOP HAIR and the trade audience who can watch your every move here. This is pretty different from what happens in the States. Here the people are not quite so interactive but are calm and concentrated. I think this is cool. It challenges me to really explore the audience from another perspective through another culture.”

Patrick Cameron

“WOW – that’s how to best describe the trade fair from my point of view! And I think it is going to carry on growing. This year we have an impressive new hall for the large main stage. In the halls themselves the trade fair also looks very healthy. I think this is the place to be, this is the trade fair in Europe. So, listen up: also come to TOP HAIR!”

Shay Dempsey

“This was my TOP HAIR premiere and I can’t believe how many people and stands there are here. It is incredible! It is a great, great event – great for Sebastian to be here. For us it was an honour to organise the big Saturday night show. It was great to meet a new audience unfamiliar to ‘Sebastian Professional’ – this means huge reach for us. We are really happy to come here.”

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

Photos for your follow-up coverage for download can be found at <http://medianet.messe-duesseldorf.de/press/tophair>

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