

TOP HAIR – DIE MESSE Düsseldorf 2019: High-Octane Sectoral Meeting with High-Calibre Programme

Exclusive Combination of Creativity and Business

On the last weekend in March 2019 Düsseldorf's exhibition halls will again become German's biggest hairdressing salon. TOP HAIR – DIE MESSE Düsseldorf, the leading trade fair for the hair cosmetic industry, will be inviting the sector to one big, lively industry get-together in Halls 4, 5 and 6 on 30 and 31 March. Last year in excess of 37,000 visitors and 450 exhibitors and brands impressively represented the operational excellence of this industry. Trade visitors can look forward here to a varied programme of top-notch events and the latest developments in cut, colour and styling.

The longstanding cooperation and close partnership between Messe Düsseldorf GmbH and TOP HAIR International GmbH also guarantees a top-level event for 2019. "The changes introduced last year with a new logo, new name and the move to new halls went down very well with both exhibitors and visitors alike. We continue trusting in the exclusive combination of creativity and business as well as the top-class programme with international top acts," says Michael Degen, Executive Director at Messe Düsseldorf. Also looking to the now 15th edition of the trade fair with optimism is Dr. Rebecca Kandler, Editor-in-Chief and Head of Publishing at TOP HAIR International GmbH: "The new concept was a success across the board allowing us look to the future with great optimism. The TOP HAIR trade fair enjoys great standing in the industry, successfully establishing itself as a community festival, fantastic networking hub and big family get-together. Exhibitors also contribute to this great success with high-quality stands and a professional appearance." The leading Düsseldorf trade fair has developed into the No. 1 communications platform because it brings together decision-makers from all the industry leaders on site. Modern stands, spacious aisles and high-quality chill-out zones determine the look and feel in the exhibition halls.

Diverse Line-Up of Expert Events

The diverse and practice-oriented TOP HAIR programme comprising high-calibre shows (Hall 6), workshops (Halls 4 & 5), the Cut Factory (Hall 4), the Barbers' Corner (Hall 4) and a Congress (a new addition in Hall 5) offers particularly varied opportunities for continuous education as well as inspiration for daily salon work. 180 items on the agenda will boast well over 1,500 artists – and offer stage happenings in a class of their own.



30. + 31.3.2019

www.top-hair-international.de

Internationale Leitmesse
für die Friseurbranche

Leading Trade Fair for the
Hairdressing Industry



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Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

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Unique in Germany is the large show stage where international hairdressing stars celebrate hairstyling art with high-impact stagings. So far teams from Wella, Schwarzkopf, L'Oréal, Affinage, American Crew, Farouk, Harald Glööckler with Pompöös hair by GFH, New Flag, Patrick Cameron, Revlon and Wahl have confirmed participation.

Hairdressing top-notchers will share their knowledge and provide advice for salon routine on the workshop stages and at the Cut Factory. For 2019 high-calibre international teams have announced their participation and will delight the audience. They include: Artégo, Davines, FPE, Glynt, Goldwell, Haaro, Hairconcepts, Kemon, KIS, L'Oréal, Meininghaus, Moroccanoil, New Flag, Paul Mitchell, Pivot Point, Schwarzkopf, Selective Professional and Wella.

Finally, the Congress will provide the required entrepreneurial background knowledge. Renowned speakers such as Felix Beilharz, Stephan Bethke, Patrick Cameron, Wolf Davids, Dr. Michael Despeghel, Daniel Golz, Trudelies Grigoletto, Regina Först, Harald Müller and Lars Nicolaisen will address technical aspects of marketing, leadership and communication, outline perspectives and convey visions. Another established fixture at TOP HAIR is the Barbers' Corner, a special show featuring trends, techniques and special ranges for barbering.

High Quality Trade Fair

The high-quality trade fair offers a complete market overview of hairdressing supplies, professional hair care and hair cosmetics, furnishings, professional supplies and services with a clear separation between order and cash&carry areas – a segmentation that is highly appreciated by visitors. The TOP HAIR trade fair stands out with its professional, communicative atmosphere and high-quality setting across all segments – that create optimal conditions for making contacts and doing business. This is also appreciated by salon owners and master hairdressers who traditionally account for a large proportion of visitors in Düsseldorf.

Top Salon

Things will get exciting on Saturday evening, 30 March, where the "TOP Salon – The Challenge" award will be presented on the big show stage in Hall 6. The best hair salons in Germany will be awarded for the 23rd time now by TOP HAIR International GmbH. In five categories salons will be honoured whose public image, customer approach, staff retention, innovation and

consistency were able to convince the jury. The categories are as follows: Design (pioneering interior design), Employer (talent scouting and training), Concept (innovative business models), Marketing (outstanding commercialisation) and Best Practice (here success and tradition go hand in hand). This year an independent jury will be nominating three salons per category before the (test) customers decide the winners.

Full Service

TOP HAIR Düsseldorf offers visitors a comprehensive service. The guide featuring the complete list of exhibitors, hall maps and programme is available free of charge on site. Also free to use is the on-site crèche (for children aged 4 and over), cloakrooms and left luggage as well as public transport within the VRR transport network (with a valid admission ticket). Furthermore, there are reasonably priced travel offers on German Railways from € 99 as well as packages for trade fair visits and hotel accommodation in First Class Hotels including breakfast from € 139.

One Admission for Everything

TOP HAIR – DIE MESSE Düsseldorf is open from Saturday, 30 March 2019, from 12.00 noon to 8.00 pm (last entry by 7.00 pm, followed by opening show and party) and Sunday, 31 March 2019, from 9.00 am to 6.00 pm. For trade visitors the following applies: see everything for one price. A valid trade fair ticket covers all features in the line-up. A day ticket ordered online costs € 78, full-event admission costs € 118 (respectively € 83 and € 122 on the day at the cash-desk) – allowing trade visitors to attend both the trade fair as well as all shows, workshops plus the Cutting Factory and congress events. Furthermore, tickets on Saturday and Sunday include entry to the concurrently held BEAUTY DÜSSELDORF. In addition, visitors also enjoy admission to the make-up artist design show, the world's only trade fair exclusively for stage and beauty make-up artists.

Visitors can obtain more information on TOP HAIR – DIE MESSE Düsseldorf from our hotline on +49 211 4560-7615 or online at www.top-hair-international.com and www.facebook.de/tophairtrendfashiondays

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

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.