

## TOP HAIR – DIE MESSE Düsseldorf 2019: Sector Festival Once Again breaks All Attendance Records

TOP HAIR – DIE MESSE Düsseldorf has also impressively underpinned its top-notch rank among hairdressers' events in Europe this year and posted record attendance yet again. On two days the 15<sup>th</sup> TOP HAIR trade fair was attended by over 40,000 visitors to experience the latest innovations in hairdressing hands-on. In excess of 450 exhibitors and brands presented themselves in Halls 4, 5 and 6 of Düsseldorf Exhibition Centre. "Exhibitors' unanimous enthusiasm and visitors' strong approval show that TOP HAIR Düsseldorf has become established as a fixture that is a must-go event for everyone in the hairdressing world," rejoices Michael Degen, Executive Director at Messe Düsseldorf, and goes on to say: "This inimitable mixture of trade fair, event, sizzling shows and exclusive stage performances is unique in the industry."

Taking stock Christian Schikora, General Manager of TOP HAIR International GmbH, says: "Over the past few years the TOP HAIR trade fair has developed into an absolute highlight for this industry. The concept jointly developed by Messe Düsseldorf and TOP HAIR also more than stood the test of time in 2019. Both exhibitors and visitors alike were blown away – the efforts we have undertaken have paid off. The event is supported and endorsed by the whole industry. The enthusiasm of both visitors and exhibitors can be felt everywhere at the trade fair. I am personally very grateful and absolutely overwhelmed."

Dr. Rebecca Kandler, editor-in-chief and head of publishing at TOP HAIR International GmbH, emphasises the outstanding professional programme: "International shows with top-notch actors, high-calibre workshops and hairstyling at its best – these interventions on stage are the centre-piece of the TOP HAIR trade fair. This year we have again succeeded in enlisting the stars in the industry for live stage performances – encompassing everything from French elegance to Californian coolness. This year's trade fair was an intoxicating feast for the industry."

Just under 1,700 protagonists delighted trade visitors over the 15 hours of the trade fair – with some 180 individual items on the agenda comprising 14 international shows, 96 workshops and 27 Cutting Factory lectures to choose from. The four workshop stages were all about top craftsmanship and practical knowledge for everyday salon routine. TOP HAIR's Cutting Factory placed essentials centre stage: hair cutting in its purest form. Trends, techniques,



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[www.top-hair-international.de](http://www.top-hair-international.de)

Internationale Leitmesse  
für die Friseurbranche

Leading Trade Fair for the  
Hairdressing Industry



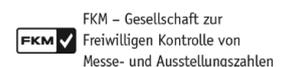
Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Telefon +49 211 4560-01  
Telefax +49 211 4560-668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Hans Werner Reinhard  
Wolfram N. Diener  
Bernhard Stempfle  
Vorsitzender des Aufsichtsrates:  
Thomas Geisel

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:



Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

Partner:  
TOP HAIR International GmbH  
Medienplatz 1  
76571 Gaggenau  
Germany

Telefon +49 7225 916-300  
Telefax +49 7225 916-320  
Internet [www.tophair.de](http://www.tophair.de)

Geschäftsführung:  
Christian Schikora

products and special offers revolving around barbering were showcased at the Barbers' Corner. However, a visit to the trade fair also paid off businesswise. At the Congress high-calibre speakers provided hairdresser entrepreneurs and ambitious employees with information on such topics as marketing, salon management, conflict management, personal development or teamwork.

In terms of creativity TOP HAIR Düsseldorf once again particularly convinced visitors with the flamboyant show programme. The traditional highlight was the big Saturday night show. L'Oréal Professionnel celebrated its 110<sup>th</sup> anniversary with "Frenchness – Style and Elegance" featuring protagonists from French "haute coiffure". But the remaining line-up of shows featuring top international teams are just as unique and can only be marvelled at in Düsseldorf. Patrick Cameron, Pulp Riot, American Crew All Stars with their "25 Years Men's Grooming Show", CHI E MOTION presented by Farouk & Gieseke, "Decades 100 Years of Wahl – a Time Travel", Schwarzkopf Professional Artists United, the Wella Professionals Creative Team VS SEB Man Experts, Pompöös Hair by gfh & Harald Glöckler, the L'Oréal Professionnel '110 Years Celebration Show', A.S.P Affinage Salon Professional and Evo: Tour of Beauty – this cocktail really struck a nerve with the thrilled spectators.

The next TOP HAIR – DIE MESSE Düsseldorf will be held on Saturday and Sunday, 7 and 8 March 2020. Held in parallel will be BEAUTY DÜSSELDORF (6 to 8 March) as well as the make-up artist design show (7 and 8 March).

Find constantly updated information on TOP HAIR – DIE MESSE Düsseldorf online at [www.top-hair-international.de](http://www.top-hair-international.de) and [www.facebook.de/tophairDieMesse](https://www.facebook.de/tophairDieMesse).

### **Participants' Testimonials:**

#### **Frank Bromann**

"To me, it's the number one trade fair in Germany: absolutely top-notch, the best exhibitors and a great audience!"

#### **Matthias Dandois, SEB MAN Ambassador, multiple BMX-champion from France**

"To be honest, I am gob-smacked. I've never been on a hair trade fair and I am not really familiar with the hair-industry. It's completely different from my world, but it's fun and very inspiring."

### **Cenk Yesil aka CENKINZ, CHI-expert**

“My highlight this year is to be here with you on the TOP Hair stage. That is something really special.”

### **Patrick Cameron**

“TOP HAIR is definitely one of the best trade fairs in Europe. The stages and workshops offer so many possibilities for training and stage performances - there is one highlight chasing the next. TOP HAIR Düsseldorf is without a doubt ‘the place to be!’”

### **Martina Acht**

“I have loved the TOP HAIR fair for years. Interacting with other hairdressers and having a platform for communication is of great importance to me. I have been waiting for so long to finally be a participant on this bombastic show stage. It has always been my dream to work in front of many people and to demonstrate what we hairdressers are capable of!”

**For downloading photos for your after-event coverage go to <http://medianet.messe-duesseldorf.de/press/tophair>**

#### **Press Contact:**

Alexander Kempe,  
Tel.: +40(0)211/45 60-997  
Mail: [KempeA@messe-duesseldorf.de](mailto:KempeA@messe-duesseldorf.de)

Marion Hillesheim  
Tel.: +40(0)211/45 60-994  
Mail: [HillesheimM@messe-duesseldorf.de](mailto:HillesheimM@messe-duesseldorf.de)