

TOP HAIR – DIE MESSE Düsseldorf: the Top Event for the International Hairdressing Sector

Top-of-the-range programme with high-calibre protagonists and 180 events

TOP HAIR – DIE MESSE Düsseldorf – on 30 and 31 March 2019 it will be curtains up again on a high-calibre hairdressing event in a class of its own. Over two packed days the programme in Halls 4, 5 and 6 will offer extravagant shows, breath-taking stagings and exclusive business knowledge shared by international industry giants. At the TOP HAIR trade fair the stars of this community will show their current collections and trends and invite visitors to watch close-up applying their very latest techniques. Visitors can choose from a packed programme of over 180 events; the line-up for the shows, workshops as well as the Cutting Factory, congress and Barbers' Corner is top class and unrivalled in terms of quality.

Spectacular Show with International Star Coiffeurs

On the big runway in Hall 6 international star hairdressers will be staging spectacular shows with their teams. The elaborate stagings on the big catwalk are among the highlights of the TOP HAIR Düsseldorf side events. The exciting mixture of glamour, creativity and inspiration kicks off at 1.00 pm on Saturday with "updo legend" Patrick Cameron. Also giving proof of their skills on the first day will be teams of New Flag, American Crew All Stars with the "25 years Mens Grooming Show", CHI E MOTION presented by Farouk & Gieseke as well as "Decades - 100 Years of Wahl – a Time Travel. At 6.00 pm Schwarzkopf Professional x-presion will present Richard Ashforth and Said Rubaii before the highlight of the evening takes to the stage from 20.15 pm – L'Oréal presents "Frenchness – Style and Elegance" with "haute coiffure française" and Laetitia Guenaou. This will be followed by the legendary TOP HAIR Party supported by the band Goodfellas with superb live pop, rock, dance, R&B and even classic live sounds.

Wella's Professionals Creative Team VS SEB Man Experts will kick off the show Sunday from 10.45 am, followed by Pompöös Hair by GFH & Harald Glöckler, Patrick Cameron for the second time, the L'Oréal Professionnel 110 Years Celebration Show, "Decades - 100 Years of Wahl – A Time Travel", A.S.P Affinage Salon Professional as well as New Flag.



30. + 31.3.2019

www.top-hair-international.de

Internationale Leitmesse
für die Friseurbranche

Leading Trade Fair for the
Hairdressing Industry



Messe
Düsseldorf

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
E-Mail info@messe-duesseldorf.de

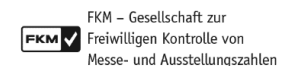
Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Hans Werner Reinhard
Wolfram N. Diener
Bernhard Stempfle
Vorsitzender des Aufsichtsrates:
Thomas Geisel

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

Mitgliedschaften der
Messe Düsseldorf:



Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft



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

Geschäftsführung:
Christian Schikora

Workshops and Cutting Factory: Know-How, Trends und Inspiration

Four workshop stages will present a practice-oriented programme that conveys hands-on know-how and techniques for haircuts, colours and styling in the professional routine. The teams in Halls 4 and 5 will present their take on current trends in a practical and easy-to-implement manner, explaining cuts and dyeing techniques. These include Artégo, Barber Angels, Brommann, Davines, Dyson, FPE, Glynt, Goldwell, Icono, Jentschura, Karg, Kemon, KIS, kms, L'ANZA., L'Oréal, Meininghaus, Mike Karg + Russel Cordeiro, Moroccanoil, Nevitaly, New Flag, Newsha, Paul Mitchell, Pivot Point, Redken, Seamless1.Germany, Selective Professional, Shore, tomco, and Wella, to name but a few.

The Haircut Factory in Hall 4 offers wide-ranging opportunities to join in, learn and work interactively. Here everyone will stand a chance of taking to scissors and combs themselves and getting into conversation with the stylists. This year Dana Witmann, Tondeo Barber's Toolbar by Pascal Jahn, Paul Mitchell, Mizutani: Daniel Golz, Dry Cutting by Mike Karg & Team, "The Carecut" Mike Kaiser for Jaguar/TCC, Tondeo Schnittgefühl by Robin Huth, Andis every style every groom by Pascal & Shesher and Wahl: Creative Clipper Cut can be watched close up.

Business Themes and Market Overview at the Congress

The TOP HAIR Congress provides self-employed hairdressers and their ambitious employees with information on such themes as marketing, salon management, conflict management, personal development and teamwork.

The issues are addressed in an informal, intuitive way by high-calibre speakers who show the audience what counts at a salon beyond haircutting. The agenda features the following themes and speakers: hairdressing professional Wolf Davids "encourages people to charge good prices" so that the salon pays off. Trudelines Grigoletto is an expert who will explain that "selling works differently today". Regina Först starts the "La Ola" wave at the salon – that's the way to thrill both customers and staff! Harald Müller asks: How successful do you want to be? "Days of Decision!"; Birgit Nöckl calls for a modern education with feeling – let us overcome the skilled labour shortage! Dr. Michael Despegel gets to the bottom of the question: How old are you really? Patrick Cameron shares personal aspects of his master story in the Glamour Talk. Social media specialist Daniel Golz captivates listeners

with this topic: Endangered Species. Reorganise, Adapt, Survive with Bloggers. Lars Nicolaisen sees “Vision as Motivation!”; Stephan Bethke has solutions for problems like staffing shortages and Felix Beilharz asks: “Is your Marketing fit for the Digital Future?”.

All Trends and Techniques from the Barbering Community

Everything that is “hot” in the Barbering community and related to Gentleman’s Grooming can be seen at TOP HAIR Düsseldorf. At the special show Barbers’ Corner in Hall 4 professionals will demonstrate trends and techniques on an activity stage while exhibitors present the matching special products, the corresponding know-how, furnishings and other services driven by the zeitgeist in the barbering community. This year the line-up includes Shesher for Andis; Wahl – Old School Barbering; BARBICIDE will be presented by Alexander Feldmann; Babyliiss featuring Guiseppe Carlucci; Pascal Jahn for Barbers' Toolbar; Beyer's Oil Bartpflege and Jerome Kantner & Alexander Feldmann.

TOP Salon Award

Things will hot up on Saturday evening, 30 March, at the presentation of the “TOP Salon - The Challenge” award on the big show stage in Hall 6. TOP HAIR International will be presenting awards to the best hairdressing salons in Germany in five categories: Design (pioneering 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. Here are the nominees: <https://www.tophair.de/top-salon/the-challenge-19/>

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.com/TOPHAIRDieMesse

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>

Press Contact:

Alexander Kempe

Marion Hillesheim

Tel.: +49 211 4560-996 / -997 / -994

Mail: KempeA@messe-duesseldorf.de

HillesheimM@messe-duesseldorf.de