

TOP HAIR – DIE MESSE Düsseldorf 2020: Session Stylist Kevin Murphy to open the Saturday Evening Show

At TOP HAIR – DIE MESSE Düsseldorf visitors will again have the opportunity to experience their stars live and learn from the best in the industry on 7 and 8 March 2020. The programme in Düsseldorf is brimming with highlights featuring 450 brands and exhibitors as well as in excess of 180 events plus a programme in its own class over two days.

Things will become particularly loud and colourful in the Show Hall 15 on Saturday evening. The internationally known top stylist Kevin Murphy will open the legendary evening show of TOP HAIR Düsseldorf with his BANG BANG Collection. After already thrilling the international audience with his extraordinary styles and techniques in 2018, the Australian is now due to make his comeback at the leading trade fair for the hairdressing sector this year.

The session stylist will present a revival of the 90s pop culture in Düsseldorf. Back then, unorthodox artists like Banksy ruled the world of art. Britpop was the transatlantic “antidote” to Grunge and such bands as Oasis and Blur were hip giving birth to different styles. On top of this, the early 90s witnessed a renaissance of British fashion culture in London. In his collection Kevin Murphy will present reminiscences of “Mod” and “Dandy” looks, to name but two styles, and immerse the stage in a special retro air.

New NORTH Collection

Additionally, the brand founder will also provide a “sneak-peek” of his current NORTH Collection: looks that reflect individuality and self staging – in terms of cut, colour and styling. NORTH explores new ideas about our personality while also “digesting” the effects of the 90s – a decade that toyed with the meaning of fashion and identity. Fashion got past uniformity and started making a statement. “Today, personalisation is the key aspect. For this year’s collection we have created a look with varying lengths and movements where natural textures can be combined with an elegant styling,” explains the session stylist.

Kevin Murphy – personal

A globetrotter who grew up in Queensland Murphy circles the globe six times a year. He trained with Vidal Sassoon in London. The Australian is a man of assured style, with a fine sense of humour and “projects of the heart”. His biggest commitment is to packaging made from recycled marine plastic waste. “Just imagine you are a sea



7. + 8.3.2020

www.top-hair-international.de

Internationale Leitmesse
für die Friseurbranche

Leading Trade Fair for the
Hairdressing Industry



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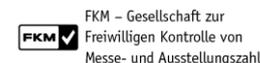
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turtle and do not know whether the plastic bag floating in the ocean is a jellyfish or other food. The chances for a sea turtle to eat a bag and die stand at 65%. Fish, too, mistake small plastic particles for natural food," says Kevin Murphy. Source: Top Hair International GmbH

For more information on Kevin Murphy go to: <https://www.tophair.de/artikel/artikel-detailseite/bang-bang/>

Visitors can obtain further details on TOP HAIR – DIE MESSE Düsseldorf via the Hotline +49(0)211 / 4560-7615 or online at:

www.top-hair-international.com

www.tophair.de

www.facebook.com/TOPHAIRDieMesse

Please mention in your coverage that admission to the trade fair TOP HAIR – DIE MESSE Düsseldorf is restricted to people working in the industry.

Please find photos for download for your pre-event coverage at <http://medianet.messe-duesseldorf.de/press/tophair>

Upon publication we would appreciate a reference copy.

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