

TOP HAIR - DIE MESSE Düsseldorf 2022: The Best in Cut, Colour and Styling

Multi-faceted show, workshop and congress programme

TOP HAIR - DIE MESSE Düsseldorf once again impressively proved that it is **the** trade fair for the hairdressing industry in Europe. On Saturday and Sunday, 19,000 professionals from 30 countries were inspired by around 350 exhibitors and brands from the hair cosmetics industry and celebrated themselves and the industry. "TOP HAIR Düsseldorf is a top-class hairdressing event and was once again able to impress with its unique combination of trade fair, shows, workshops and congress. However, this event is not only a hairdressing trade fair, but also a great family reunion and indispensable contact exchange. Everyone involved missed the personal conversations and encounters enormously," says Project Director Hannes Niemann.

Over two days, the TOP HAIR trade fair offered a market overview of hairdressing supplies, professional hair care and hair cosmetics, furnishings, professional articles and services, with a clear separation of the order and direct sales areas, which is highly appreciated by visitors.

Christian Schikora, Managing Director of TOP HAIR International GmbH, sums up: "Finally - after very long years due to the Covid-induced break, we have finally been able to meet again. Hairdressers, industry, top players and friends of the sector. We missed the personal contact very much. All the more important was this really respectable new start - a signal to the industry for a new beginning with strength, confidence and self-assurance. For everyone involved, TOP HAIR - the trade fair was an inspiration and an important impulse."

"All the effort we put in paid off. At this very special TOP HAIR fair we were able to present the best of the scene live on stage. The stage programme was outstanding and delighted everyone. The extraordinary shows were particularly well received by the audience and are representative of the special spirit that emanates from our industry. The spark was palpable and we are already looking forward to next year," says Dr. Rebecca Kandler, editor-in-chief and publishing director of the editorial department of TOP HAIR International GmbH.

Show highlights included: updo legend Patrick Cameron from New



7. + 8.5.2022

www.top-hair-international.de

Internationale Leitmesse für die Friseurbranche

Leading Trade Fair for the Hairdressing Industry



Messe Düsseldorf

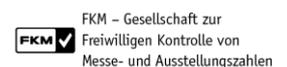
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Zealand, British hairstylist and barber expert Josh Lamonaca, charismatic celebrity hairstylist Chris Appleton, World Champion Martina Acht and, of course, the "World of Colour by Wella Professionals" with James Earnshaw, Wella U.K. Digital Ambassador & British Hairdressing Awards winner and the Sassoon Creative Team in the special show on Saturday evening. Almost 1,000 actors inspired the trade visitors - with around 75 programme items at international shows, workshops or congress lectures.

A special highlight was also the award ceremony for the TOP Salons in five categories. This year, the following teams rejoiced over the award: Digital Business: Steinhoff Haardesign, Reutlingen; Best Practice: Sabrina Poser Biosthetik Hair & Beauty, Herford; Design: Mario Lupo Dal 1991, Olpe; Marketing: Von Trentini Friseure, Wiesbaden and Ke Employer: Eileen Ege Friseure, Biberach a.d. Riß.

Presented on the two workshop stages was a practice-oriented programme that imparted tangible know-how and techniques for cut, colour and styling in everyday professional life. The teams showed their interpretations of current trends, explained cuts and colour tricks in a concrete and realisable way. The full load of inspiration and practical knowledge for everyday salon life was available in around 50 workshops.

Driven by increasing digitalisation, more and more hair professionals are also looking into the possibilities of new technologies and communication channels. The top-class TOP HAIR Congress played a central role in this topic and once again offered visitors many valuable strategic impulses for their business. At the congress, top speakers shared their entrepreneurial and strategic knowledge in the fields of marketing, salon management, conflict resolution,

The next TOP HAIR - DIE MESSE Düsseldorf will take place on Saturday and Sunday, 1 and 2 April 2023.

For latest information on TOP HAIR - DIE MESSE Düsseldorf please visit www.top-hair-international.com www.facebook.de/tophairDieMesse and Instagram: #tophair_mag



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Testimonials by the stage actors:

James Earnshaw, Wella U.K. Digital Ambassador & British Hairdressing Awards Winner:

"It's just good to be here in Düsseldorf at the TOP HAIR trade fair. It's wonderful to see all these passionate hairdressers who have returned to celebrate what they love together."

Patrick Cameron

"It is a huge pleasure for me to be here at TOP HAIR Düsseldorf, this is one of the most important trade fairs for me in Europe. Performing here and getting a standing ovation on stage at the end of the show tells me very clearly: the industry is back! We have finally left Covid behind!!!".

Frank Bromann, Calligraphy Cut

"Finally people again! Meet! Feel! Touch! And all this is possible again, thanks to the TOP HAIR trade fair. I am very happy and proud that we can be there with the Calligraphy Cut brand. And within a very short time we have made great contacts, won new customers and met and enthused new acquaintances and friends. We are happy!"

Dennis Machts, D. Machts Berlin:

"Finally back to the fair and finally back to hair in all variations. I am happy to meet so many friends here and look forward to great shows and first-class workshops. It's wonderful that you have pulled this off with the TOP HAIR trade fair.

Claus Niedermayer, Barber Angels:

"It is an honour for us to be here and we are very happy that we as Barber Angels can be represented with a stand at the TOP HAIR trade fair for the first time! We have already gained many new members in the first few hours after opening. That is enormously valuable for us and simply wonderful!

Visuals for your follow-up reporting can be downloaded from <http://medianet.messe-duesseldorf.de/press/tophair>



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