

## TOP HAIR 2023: The top event for the sector delights with good business and a wealth of inspirations

### Positive mood, impressive shows and valuable input for the hairdressing business

TOP HAIR 2023 has once again proven that Düsseldorf is the hotspot for all hairdressing professionals in the sector, underpinning its leading trade fair function. Over the weekend, 26,000 trade visitors from 39 countries came to the three exhibition halls to do business and be inspired by the range offered by the 400 exhibitors and brands from 19 countries plus a top-class show programme. Hairdressing supplies, professional haircare and hair cosmetics, furnishings, professional articles and services were presented, with a clear separation between the order and direct selling segments, something highly appreciated by visitors.

“TOP HAIR – DIE MESSE Düsseldorf has once again impressively demonstrated that, especially against the backdrop of the economic challenges facing the sector, it perfectly fulfils its function as a trade and networking platform as well as an impulse generator with a first-class supporting programme. Exhibitors and protagonists from the hairdressing sector came together here with key decision-makers for good business discussions and look to the future with confidence,” summarises TOP HAIR Director Hannes Niemann. “It is also impressive to see the high level of quality and creativity the hairdressing industry has once again delivered,” adds Niemann. “This year, TOP HAIR Düsseldorf also placed deliberate emphasis on a broad programme of qualification and further training in order to provide hairdressing professionals with many tools to help them market their salons in the best possible way. This offering was very well received.”

Christian Schikora, Managing Director at TOP HAIR International GmbH, sums up: “TOP HAIR – DIE MESSE fully met our expectations this year. Despite persistently difficult conditions for the entire industry generally, the fair once again showed that personal contact is possible and important. Exhibitors and protagonists proved their innovative strength, and I could clearly see the visitors’ pleasure and enjoyment. The positive mood was also repeatedly confirmed here in the numerous discussions and the impressively good atmosphere throughout. In 2023, TOP HAIR was once again an important signal to the industry, which embodies strength, confidence and self-assurance. For everyone involved, TOP HAIR



1. + 2.4.2023

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

Internationale Leitmesse  
für die Friseurbranche

Leading Trade Fair for the  
Hairdressing Industry



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Düsseldorf was an inspiration and an important impulse.”

“TOP HAIR – DIE MESSE was a highlight as a family gathering of the industry once again this year – characterised by joyful reunions and confidence after a difficult time. A 40-hour workshop programme, 10 hours of congress and more than 13 hours of shows enthused visitors and active participants alike. With technical precision, passion and creativity, the teams set standards on all stages – at the highest international level. It was a celebration for everyone!” says Dr. Rebecca Kandler, Editor-in-Chief and Publishing Director of the Editorial Department at TOP HAIR International GmbH.

This year, many greats of the hairdressing scene came here once again to present their creative skills in impressive shows: The highlights included: The special show “PLEAT by Allilon”, British barbering expert and hairstylist Josh Lamonaca, award-winning stylist Lucian Busuioc, updo legend Patrick Cameron from New Zealand, celebrity hairstylist Chris Appleton and multi-talent Detlef D! Soost. The first live FX Experience by BaBylissPRO was also hosted, sending their Ambassador Team on stage.

The spirit of barbering culture was brought to Düsseldorf by the Barber’s Experience, held for the first time now. Here, famous pros and promising talents impressively presented their skills and were celebrated by the community. The crowning finale was the Barber Battles.

The trade audience was able to draw inspiration and know-how for their businesses from a full line-up of nine international shows, more than 60 workshops and twelve congress lectures on five stages. From the latest looks and colours, creative cutting and styling techniques to online and social media marketing and personal development, there was an enormous range of relevant input for salons.

A firm fixture once again at TOP HAIR was of course the “TOP Salon – The Challenge” award ceremony where the best hairdressing salons from Germany and, for the first time, also from Austria and Switzerland, were presented with awards in five categories by the hairdressing trade magazine TOP HAIR. The coveted trophies went to: Best Practice: Aerni, Bern / Switzerland; Design: Kempf, Die Friseure, Hösbach; Digital Business: bloom’s Friseure, Karlsruhe; Eco Future (new): Gress Friseure, Esslingen and Employer: BLICKFANG, Salzburg / Austria.



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The next TOP HAIR – DIE MESSE Düsseldorf will be held on Saturday and Sunday, 23 and 24 March 2024. The latest information on TOP HAIR – DIE MESSE Düsseldorf is available online at [www.top-hair-international.com](http://www.top-hair-international.com), [www.facebook.de/tophairDieMesse](https://www.facebook.de/tophairDieMesse), Instagram: @tophair\_mag



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## **Participants' Testimonials:**

### **Patrick Cameron**

TOP HAIR is one of the best exhibitions in the world. On the floor here, around the exhibition, we are seeing the most incredible exhibitors and product companies showing their very best, showing what is in fashion and what will be in fashion. So make sure you are part of the TOP HAIR story for 2024 - because 2023 has being simply incredible.

### **Markus Herrmann, President Intercoiffure Deutschland (ICD)**

I am incredibly positively taken with how many people are here. It's a good atmosphere, people want to meet again and get information. They want to visit one trade fair a year and there is nothing better than TOP HAIR. We have great conversations at our stand and a lot of encouragement. This is what we need: A perspective for the future, a normal environment and then we can do what is close to our hearts again: Making hair - together with the industry.

### **Josh Lamonaca**

It's wonderful to meet so many hairdressers here, the whole Hair Family. And I love the German hairdressers! TOP HAIR is a great exhibition!

### **Johnny Othona, Allilon**

love being in Germany! The German people are very, very welcoming. I hope, they love the hair. Thank you to TOP HAIR and Davines for having us here.

**Shan Rahimkhan**

I am very happy to be here with our Thermo Care Cut stand. And I have to say: it's really crowded, it's really great and people are having fun. This is the first time since the pandemic that there it is really crowded again. Simply great!

**Genk Yesil aka CENKINZ**

TOP HAIR 2023 is simply amazing when I see how many people are there, how TOP HAIR and all the companies, exhibitors and players make every effort to put on a great trade fair. The atmosphere is great - just like in the old days.

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

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