

TOP HAIR International Trend & Fashion Days Düsseldorf firmly established as a Leading Fair

Running over two days and posting 32,000 visitors the TOP HAIR International Trend & Fashion Days Düsseldorf 2016 demonstrated that this event, now in its twelfth year, has become firmly established as a leading fair. "This year we were able to once again post a rise in visitor numbers. The unanimous enthusiasm of exhibitors and the fair's popularity among visitors show that TOP HAIR Düsseldorf has assumed a leading role in Europe," said Director Helmut Winkler. With its blend of world class shows, workshops, Cutting Factory, congress and trade fair the concept is unique in the sector and is greatly appreciated by visitors. "The high-quality range strikes a nerve with hairdressers and their needs," Winkler continues. This is something also valued by salon owners and master hairdressers who traditionally make up a particularly high proportion of visitors in Düsseldorf given that 50% are self-employed.

Christian Schikora, Managing Director of TOP HAIR INTERNATIONAL GmbH, added to this positive verdict: "The Trend & Fashion Days Düsseldorf have developed into the largest and most spectacular trade fair in the sector. This event is not only a hairdressing trade fair but also a big family meet-up and an indispensable contact exchange at the same time. TOP HAIR DÜSSELDORF is pleasant, innovative and successful." The setting and professional atmosphere went down very well with visitors and exhibitors alike.

The quality of the top-notch shows presenting the international star hairdressers on the TOP HAIR DÜSSELDORF stage is unique in Germany. The highlight at this year's event was the Special Show of Robert Cromeans, Global Artistic Director at John Paul Mitchell Systems. However, the remaining show programme with its top international teams also delighted spectators. This year the programme included performances by Guy Tang from Hollywood, Patrick Cameron from England, Toni & Guy for Redken, It's a Man's World by 1o1Barbers, Markus Salm for System Professional Men with the creative team for Wella Professionals and collection highlights from Sebastian, Londa and Sassoon Professional, Mario Krankl & Icono by Goldwell as well as Live Beautyfully by Paul Mitchell.

The newly positioned workshop stages presented a total of 122 practice-



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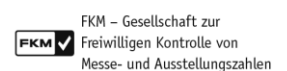
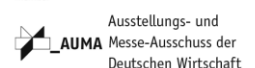
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oriented presentations on core themes like Cut, Colour and Styling. Here, too, international teams were on show including Paul Mitchell, Kevin Murphy, Hairdeluxe ag, Wella, Toni & Guy for Redken, Gandini, Markus Salm, Frank Brommann, Sexy Hair, Hair Haus, Sassoon, Markus Herrmann, Goldwell, Kemon, L'anza, KIS, Londa, Bärbel Hopf, Davines, Moroccanoil, KMS, Farouk, Swiss o Par, Glynt, Compagnia della Bellezza, Sebastian, Selective Professional, magicfoil, Meininghaus und TomiCo and many more.

In the always fully attended congress top speakers like Daniela Ben Said, Wolf Davids, Trudelines Grigoletto, Stefan Suchanek, Biyon Kattilathu, Sascha Thomas, Stefan Hagen, Sabine Hübner, Stephan Bethke, Ruth Nowark and Tosin A. David gave visitors insights into entrepreneurial topics like marketing, salon management or personal development.

Under the heading "Urban Style" the Cutting Factory also met with visitors' approval. Current trend techniques like plaiting, up-does, blow-drying, extensions, styling and barbering have all been incorporated into the line-up as have interactive elements. Visitors were able to follow everything up close and personal, try things out for themselves and chat with the protagonists. This year names like Michel Lößel, Marco Wojach, Marco Küvele, Donald Scott, Dana Wittmann, Christian Schneider, Annerose Cutivel, Compagnia della Bellezza, Davines, Iris Sveinsdottir, Danny Verheijen & Raymon Schulte and Jörg Fahn demonstrated their scissor and razor skills.

At the trade fair 400 exhibitors and brands presented a market overview of exclusive hairdressing products, furniture/furnishings, tools of the trade and services. Exhibitors were highly satisfied – praising the high proportion of salon owners and decision-makers among visitors and delighting at the intense and productive conversations. The setting and professional atmosphere met with a great response. The clear division between the direct sales and orders sections was particularly highlighted.

The next TOP HAIR International Trend & Fashion Days Düsseldorf will run from Saturday, 1 to Sunday, 2 April 2017. Running in parallel with this is BEAUTY DÜSSELDORF from Friday, 31 March to Sunday, 2 April 2017 as well as the make-up artist design show from Saturday, 1 to Sunday, 2 April 2017. Constantly updated information on TOP HAIR International Trend & Fashion Days can be found at: www.top-hair-international.com



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Exhibitor Statements on TOP HAIR International Trend & Fashion Days Düsseldorf 2016:

Eduard R. Dörrenberg, Managing Partner at Dr. Kurt Wolff /ALCINA

The TOP HAIR trade fair is a well-established fair and recognised meeting point for hairdressers boasting good organisation. We have presented ourselves here as open-minded and innovative and are satisfied with the response.

Hendrik Rumpfkeil, Managing Director at Gieseke Cosmetic

For us TOP HAIR is the only fair that makes sense in the hairdressing sector. The standard of the stands is continually rising and the entire event is successful and primarily a true reflection of our sector.

Tobias Stähle, Managing Director at KAO Germany / Goldwell

On both the Saturday and Sunday we were able to post a high footfall. We are satisfied with the quality. This concept is the right one! This year our stand was located right opposite our sister company KMS. Here a bottle design contest was held – and the hairdressers loved it! It was also great to see many international contacts from Austria, Holland as well as Russia. In our view, the future of our sector is international.

Christian Köthe, Managing Director at KMS Group / Hair Haus

For the first time, this year we managed to present four large stands in two halls. We were able to achieve two-digit growth and our image stands also enjoyed great popularity. We feel our assessment that TOP HAIR is the top event in the sector TOP HAIR has been confirmed and the event has once again gained in importance.

Felix Weiser, Managing Partner at Laboratoire Labothene Cosmethique / La Biothétique

For us TOP HAIR is quite clearly the most important hairdressing trade fair

across the entire German-speaking region. Everything is here! The general trend is for the market to further fragment: salons are taking on a clearer focus and are specialising – we have exactly the right concepts and products here.

Tobias Kütscher, Managing Director at TIGI Haircare

We see the fair as top quality, both in terms of the programme as well as the conversations held here. What is interesting this year is primarily the international contacts, mostly from Central and Eastern Europe. We are quite simply delighted with the quality of the stands and shows. So we feel our decision to attend the fair was the right one given that TOP HAIR is the No.1 trade fair in the sector in Germany. We have identified a trend towards individualisation – hairdressers need to differentiate themselves. This is exactly the field that we offer hair dyes and products for. We feel very at home here – actually we could well imagine the fair lasting another day.

Felix Haffa, Managing Director at New Flag

The Sunday, in particular, was really busy at our stand and we are delighted at the high standard of our visitors. We were able to showcase new products and win over new customers – just as it should be! Here everything is well organised. We are present at trade fairs in 13 countries – but Düsseldorf is the best one for customer contacts.

Katharina Jahrling, Managing Director at Schwarzkopf Professional

We are happy to be here as a German company with the Made in Germany quality seal. Our stand was well attended throughout and TOP HAIR is the undisputed No. 1. The concept featuring shows, business plus creativity really works. We see our appearance as an obligation, it fits! The networking is simply great. We also welcomed lots of customers from Austria, Switzerland, Belgium and France. Additionally, we could imagine a kind of digital forum offering information in concentrated and efficient form in the run-up to the fair.

Ralf Billharz, Vice President Wella Germany Austria Switzerland

"Welcome home" was our trade fair motto, a philosophy to be experienced both at the Wella-Haus with its various rooms in Hall 8b, at the presentation of all our brand highlights on the big stage on Sunday and at



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our numerous workshops. Top Hair Trend & Fashion Days are convincing with a high-quality concept – it was fun to be part of it. We held good conversations with many hairdressing companies and managed to be a good host for all our customers thanks to our diversity.

Noah Wild, Board Chairman, WILD Beauty, Paul Mitchell

Once again, there was a great atmosphere in Düsseldorf. Obviously, the highlight was our event with superstar Robert Cromeans that generated great interest among hairdressers. TOP HAIR is just wonderful and its proximity to the city centre is ideal – it's an all-round success.

Protagonists Statements on TOP HAIR INTERNATIONAL Trend & Fashion Days 2016

Robert Cromeans

The organisation is incredible and here they offer a fantastic but also very professional show. I love this fair which is why I extended my own stage appearance specifically. When I was here on stage at TOP HAIR in Düsseldorf I was one of the happiest people in the world.

Patrick Cameron

TOP HAIR is one of my personal top trade fairs in the whole world. The dynamism on site is simply great – and the people in Düsseldorf are tops.

Toni & Guy

We held very good conversations with customers. The combination of consultation stand and workshop was very good as after the workshop we were able to continue assisting the audience at our stand. We were able to market Toni&Guy and Label.m very well.

1o1 Barbers-Team

The TOP HAIR trade fair is incredibly professional, extremely well organised and the team behind the scenes did a great job.



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