

“Rock your head” – Top Results and Excellent Spirits at the TOP HAIR International Trend & Fashion Days Düsseldorf

The TOP HAIR International Trend & Fashion Days Düsseldorf have impressively confirmed their top position among hairdressing events in Europe. Over two days 35,000 trade visitors sought inspiration from 450 exhibitors and brands from the hair-care industry and enthusiastically welcomed the programme packed with top international protagonists. “The diverse, high-quality ranges as well as the unique combination of trade fair, stage shows, workshops, “cutting factory” and congress is extremely well received by exhibitors and visitors alike. This year we have again achieved top visitor attendance figures,” rejoiced Director Helmut Winkler. The Barbers’ Corner, a Special Show featuring trends, techniques, products and ranges specifically geared to the barbering theme went down exceedingly well, he added. “Next year TOP HAIR will grow by one hall. With this move we want to markedly increase our visitors’ quality of stay.”

Christian Schikora, General Manager of TOP HAIR INTERNATIONAL GmbH, also voiced his enthusiasm: “The Trend & Fashion Days Düsseldorf are indispensable for the sector. This event is a festival for the sector and a big family get-together. The TOP HAIR trade fair enjoys magnificent standing in the industry – and this is a world first – on just two trade days we have successfully organised 160 individual events thereby setting new standards in terms of quality, inspiration and innovation.”

TOP HAIR Düsseldorf again captivated the audience with a glamorous stage show programme. In keeping with tradition, the highlight was the Saturday evening delighting visitors with a spectacular show featuring avant-garde king Mario Krankl and star hairstylist Ken Hong from Singapore. But the other shows also electrified the audience, too: Patrick Cameron with the “Goddess Collection”, Guy Tang, the New Flag Education Team, the Schorem Barbers, Baderknechte, Brockmann and Knoedler with the "Color Contouring by Wella Professionals" presentation, Trio Hair with "Try Me, I'm EIMI", L'Oreal Professionnel with its teams Kertu Hair & Style, J7 school, Frank Brommann, mod's hair Paris and Keller the school as well as the global association of successful hairdressers ICD with the Intercoiffure Team.

The four workshop stages featured hands-on presentations on the key themes Cut, Colour and Styling. Here, too, international teams could be



Fachmesse – Show – Kongress für die internationale Friseurbranche

trade fair – show – congress for the international hairdressing industry

top-hair-international.com



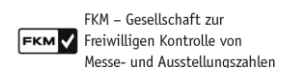
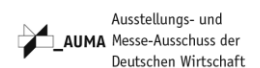
Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0) 2 11/45 60-01
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Hans Werner Reinhard
Joachim Schäfer
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:



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 (0) 72 25/916-300
Telefax +49 (0) 72 25/916-320
Internet www.tophair.de

Geschäftsführung:
Christian Schikora

seen in action including Amika Style, Artego, CHI, Brockmann and Knoedler für "Color Contouring by Wella Professionals", D. Machts Group for L'Oréal Professionnel, Davines, Dear Barber, Eslabondexx Color – Open Your eyes by Claudio Lapenna Hair Haus, Frank Brommann for L'Oréal Professionnel, Glynt Artistic Team, Goldwell, J.7 school for L'Oréal Professionnel, Keller the school L'Oréal Professionnel, Kemon, Kertu Hair & Style for L'Oréal Professionnel, KIS Keratin Infusion System, Label.m., L'ANZA, More Success in the Salon with TH Carecut presented by Jaguar/TCC, Meininghaus, Mike Karg Dry HairCut "All American Hair", Moroccanoil, Oliver Schmidt Hairdesign for L'Oréal Professionnel, Paul Mitchell, Ronald Reinholz for L'Oréal Professionnel, Selective Professional, Super Brilliant Color-True Inspiration by Ugur Tokdemir & Marcus Becks Hair Haus, Toni & Guy, the Trend Collection Spring/Summer presented by Wella Color Club and the Wella Creative Team, Try me I'm EIMI presented by TRIO HAIR, Unique Way and Vitality's by Gandini, to name but a few.

The Congress focuses on entrepreneurial subjects such as marketing, salon management or personal development. Here top-notch speakers such as Daniel Golz, Wolf Davids, Klaus Kobjoll, Dirk Gresch, Oliver Schmidt, Heiko Schneider, Claus Bielz, Trudelies Grigoletto, Monika Matschnig and Stefanie Voss provided visitors with valuable tips and proposed solutions.

At the "Cutting Factory" visitors were able to follow the performances "skin-tight" so to speak, try out stylings themselves and engage in dialogue with the protagonists. Top stylists such as Mike Karg, Dana Wittmann, Daniel Golz (Mizutani), Amika, Annerose Cutivel, Davines Blowdry, Haaro Friseurbedarf Danny Verheijen & Raymon Schulte, Jaguar, Paul Mitchell, Tondeo, and Old school cuts Barbertrends powered by Wahl (Christian Schneider & Chris Mattick) let visitors have a look over their shoulder.

The next TOP HAIR International Trend & Fashion Days Düsseldorf will be held on Saturday and Sunday, 10 to 11 March 2018. Running concurrently will be the make-up artist design show (10 and 11 March) as well as BEAUTY DÜSSELDORF (9 to 11 March). For constantly updated information on the TOP HAIR International Trend & Fashion Days go to www.top-hair-international.de www.facebook.de/tophairtrendfashiondays.



1.+2.4.2017

Fachmesse – Show – Kongress für die internationale Friseurbranche

trade fair – show – congress for the international hairdressing industry

top-hair-international.com

Statements by Exhibitors on the TOP HAIR International Trend & Fashion Days Düsseldorf 2017:

Hendrik Rumpfkeil, General Manager at Gieseke Cosmetic

TOP HAIR is the leading event in Germany, without fuss or quibble. We are delighted with the high quality of exhibitors. I attend trade fairs around the globe and have to say that the quality in Düsseldorf is unique. Yesterday, we had visitors from ten different countries. We rate the new Barbers' Corner as positive.

Tobias Staehle, General Manager at KAO Germany / Goldwell

We posted a good 20% increase in the number of visitors and this with the usual high quality. The newly added Barber's Corner is exciting for us because it also houses smaller exhibitors – this concept adds to the trade fair even further. The Saturday night show was outstanding and also received great response.

Christian Köthe, General Manager at KMS Group / Hair Haus

There is no doubt about it: TOP HAIR has sharpened its profile as a No. 1 event – and our customers say the same thing. Düsseldorf is the field for investment and activities where we will continue being active. This is why we have expanded our presence from initially just one cash & carry stand to include three more stands in the order hall. I am firmly convinced that our customers will reward this move. The discussions at the stand are very emotional and characterised by expert know-how. We appreciate the environment of public brands – there should be even more of them present.

Rainer Dudda, General Manager, Idea Friseur Einrichtung

Early on Saturday things started relatively slowly but then footfall increased significantly. We are excited to see how positively this will be reflected in the number of business deals afterwards. We are primarily here to generate business with new customers. Düsseldorf is practically on our doorstep, this is our home turf, so to speak, so we want and have to be present here.

Rudolf Seiler, International Barber Convention Club Germany

For 15 years we only visited the trade fair but this year we participated as exhibitors for the first time. It's exciting – we wanted to attract attention to our Club in this professional setting, and we have – in fact – been able to



1.+2.4.2017

Fachmesse – Show – Kongress für
die internationale Friseurbranche

trade fair – show – congress for the
international hairdressing industry

top-hair-international.com

recruit a number of new members. Things already took off to a good start on Saturday – with its professional trade audience we feel very much at home at this event.

Christophe Schmutz, Board of Management, L'ORÉAL Germany and Austria

We rate the response as positive and have had very good discussions. In the German-speaking region this trade fair is clearly the No. 1 for us in terms of quality. The set-up is right, visitors are truly learning something in the workshops and the shows are crowd-pullers. Furthermore, we can network ever so well with our colleagues. We found our trends “Coloration” and “Sustainability” confirmed in the conversations we had.

Thomas Ochsenkiel, Managing Partner, Medavita, Pure Identity

The interest was very strong, we have produced so many leads – some of them even as far away as from the Gulf States. On top of this, we found the discussions with customers to be high quality. As a location the trade fair in Düsseldorf is unrivalled. If you want to be seen, you have to be here.

Dr. Peter Wenzel, Managing Director, Olymp GmbH & Co KG

Saturday was a resounding success. We succeeded in registering significantly more visitors. Concrete deals and good investment – TOP HAIR stands its ground on an extremely high level. And we are qualified to say so because we have been here from the very beginning and have not missed a single event. All big players are here and those who are not are definitely missing something.

Bodo Hillers, General Manager, Stopperka GmbH

We are proud of being here. We have presented ourselves with a brand new look and feel on 200 square metres of exhibition space. In Düsseldorf we present almost our entire product portfolio and are on site with a team of 40 staff. We would like to even further expand our presence at TOP HAIR in future.

Tobias Strehle, United Salon Technologie / Tondeo

Considering we are headquartered in Solingen, TOP HAIR is practically held in our backyard. But regardless of this we find it important to be represented here because this trade fair is a benchmark. We are highly satisfied with the organisation in Düsseldorf – the processes are perfectly



1.+2.4.2017

Fachmesse – Show – Kongress für die internationale Friseurbranche

trade fair – show – congress for the international hairdressing industry

top-hair-international.com

synched. On both days we welcomed many visitors to our stand; our highlight was the premiere of our two global innovations Blazor and Selection.

Ralf Billharz, General Manager at Coty Professional Beauty, Wella Germany, Austria, Switzerland

To sum up, we are very satisfied. The concept of TOP HAIR and Wella's concept go together well because both focus on high quality. This is also reflected in the excellent customer response. Both at the stand and in the Wella Lounge we registered a high visitor footfall. TOP HAIR Düsseldorf is one of the big international "anchor trade fairs".

Noah Wild, General Manager, WILD Beauty, Paul Mitchell

You meet old friends, you make new friends – in Düsseldorf it's like a big family get-together. You simply HAVE to be here and benefit from the big community. You should not make the mistake of missing out on one event to fritter money away on smaller events.

Statements by Protagonists on TOP HAIR International Trend & Fashion Days 2017

Frank Brommann

I am firmly convinced that all exhibition organisers should have a close look at this trade fair. I was in Bologna last week but one. Compared to that, this is a whole different world. TOP HAIR is magnificent! Innovative, high-quality, a home from home.

Patrick Cameron

To me TOP HAIR means the synthesis of creativity, imagination and skills. Here at the trade fair you feel a type of "European air". TOP HAIR Düsseldorf is unparalleled worldwide and dominant.

Daniel Golz

TOP HAIR is utterly inspiring and extremely technical. What is most important here is that I can exchange ideas with many other hair stylists. And get so much input through all of the workshops and shows.



1.+2.4.2017

Fachmesse – Show – Kongress für die internationale Friseurbranche

trade fair – show – congress for the international hairdressing industry

top-hair-international.com

Ken Hong

I had heard a lot about TOP HAIR before. Now I am here for the first time and I was blown off my feet – everything is so big and stylish. It is fun and an honour for me to be here.

Mario Krankl

TOP HAIR 2017 is the “care-free package” for every hairdresser. Here you get information, product news and great shows. It’s actually a must for every hairdresser who is really passionate about their profession.

Schorem Barbers, Leen and Bertus

We came to Düsseldorf to have fun! And we had fun! Everything was perfectly organised for our “Worst Hair Show in the World”.

Press Contact:

Alexander Kempe

Marion Hillesheim

Tel.: +49(0)211/45 60-997/-994

Mail: KempeA@messe-duesseldorf.de

HillesheimM@messe-duesseldorf.de



Fachmesse – Show – Kongress für
die internationale Friseurbranche

trade fair – show – congress for the
international hairdressing industry

top-hair-international.com