



Final report of **TOP HAIR International** Trend & Fashion Days Düsseldorf

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 101 Barbers, 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-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, Lanza, KIS, Londa, Bärbel Hopf, Davines, Moroccanoil, KMS, Farouk,