



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 Biosthétique

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 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