

At the Heart of Hairdressing

To make sure you get the most of your visit to Salon International, here's our A-Z guide



A All the products you crave under one roof

Salon International is the event where you will find hundreds of top hairdressing brands in one place. Whether you are looking to introduce a new wet line, a fabulous retail range of styling products or in search of the latest electrical styling tools, you'll find them all here.

Among those showing their latest and greatest products and services will be Coty Professional Beauty, who will have a big presence on the show floor, with a space showcasing all its major brands, including Wella Professionals, System Professional, Nioxin, Sebastian, ghd, and OPI.

Hair Tools is back in 2017 with brands including Parlux, Head Jog, Electric Head Jog, and Haito Beauty Tools.

Schwarzkopf Professional will unveil the second phase of its cutting-edge Fibre Bond Technology, which has now been introduced into new Igora Royal Fashion Lights and Igora Vario Blond. The company will also present a history of Essential Looks, including the latest Ikonik collection.

Wahl will be back with its usual high-profile presence, hosting a stage packed with competitions, education and entertainment, as well as retailing its top brands.

Launched four decades ago, at the same time as the very colourful beginnings of Punk Rock, Crazy Color is set to celebrate its 40th anniversary in style.

Since bursting onto the scene, the brand has been at the forefront of hair colour and will be showcasing new products, live demos and Q&As over the course of the Salon International weekend with fantastic exclusive show offers.

Newly appointed Crazy Color brand ambassador Paul Callaghan of Paul Callaghan Hair in Glasgow, will be demonstrating the latest colour techniques using the new Crazy Color Metallic Collection and Pastel Sprays on the HJ Stage on Monday 16 October.

Alongside Paul Callaghan, Crazy Color is delighted to welcome from down-under Holly Sharpe from B'me Salon and Academy to the stand. Holly will be bringing the best colour techniques and trends from Australia using Crazy Color products to achieve each look.

To celebrate 40 years of making the world a more

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colourful place, Crazy Color will have their very own mascot on board – BRUNAS – named after the late Renato Brunas, the president of Renbow International and founder of Crazy Color. Fans will have the opportunity to have their 'selfie' taken with the 40th anniversary star and help Crazy Color stand proud against animal testing. During the 1960s Renato started to experiment with the

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science of hair colour, resulting in the launch of Renbow International, however it was the launch of Crazy Color 40 years ago that sealed the brand's legacy. Originally launched to assist trainee colourists with the basic laws of colour, Crazy Color immediately took off thanks to its popularity with everyone from punks to hair colour professionals.

Visit the Crazy Color Stand to find out about all the latest products from Crazy Color including the Metallics Collection, Pastel Sprays and newly repackaged Colour Care Shampoos and Conditioner and how to achieve the very best colour results with one of the globes longest standing and recognisable hair colour brands.

Other major players showing their latest and greatest include electrical tool specialist, Andis; hair health-boosting supplement Viviscal Professional; extensions supplier, Easilocks; contemporary colour supplier, Manic Panic; leading hair and beauty supplier Salon Services; and specialist brush brand, Tangle Angel.

B Business boosting advice

The hub of activity for all things business related will be The Business Bubble, hosted by 3.6.5. Here you'll find an array of specialists ready to help you take your salon to the next level.

C Competitions

Head to the dedicated competition area to support your team members who have entered the line-up of live finals taking place there, or just to cheer on those brave enough to show their skills under pressure.

This year there will be an even bigger buzz, with the final judging of the Wella Professionals International TrendVision Award taking place on Saturday 14 October, offering a taste of what hairdressing skills exist on an international level.

Here you can also catch the finals of HJ's live competitions, including Barber of the Year, sponsored by Andis; Afro Stylist of the Year; Bridal Hairdresser of the Year; Extensions Specialist of the Year, sponsored by Remi Cachet; Rising Star of the Year, sponsored by City & Guilds; and Men's Afro Stylist of the Year, sponsored by Andis.

This year, City & Guilds will also be holding the final of two competitions at Salon International – Men's Cut & Finish and Ladies' Commercial Fashion Look.

D Design ideas

You'll find a host of furniture and equipment suppliers ready to advise and offer inspiration on how you can update or totally transform your salon. Among those exhibiting this year are Takara Belmont, LSE Hair, Maletti and The Salon Equipment Centre.

E Extra services

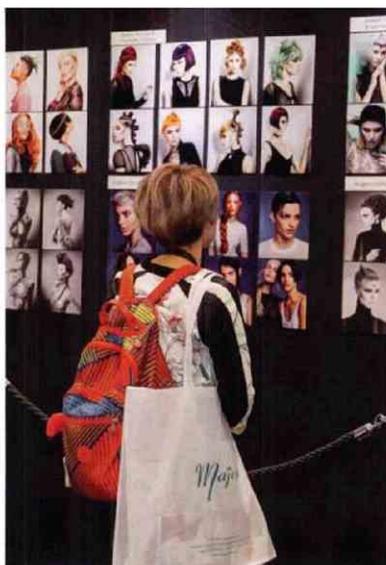
Adding extra services and areas of expertise to your salon offering can give you a major advantage over your competitors.

Offering your clients advice on the health of their hair and scalp can help promote your salon as the home





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of real hair expertise. Whether you want to commit to training as a trichologist, or just get up on the science behind hair and scalp conditions, the National Trichology Conference, sponsored by the Association of Registered Trichologists, could prove invaluable.

The National Trichology Conference, which takes place 15-16 October, gives you the opportunity to hear how salon owners have added trichological services to their salons, as well as the common conditions you are likely to come into contact with.

F Fashion

Hair is as much a part of fashion as clothes, and Salon International is the event to discover all the latest hair trends that will be filtering their way from the catwalks and street into your salons.

G Giving back

Hairdressers are a charitable bunch, and Rush Hair is giving you the chance to donate to a very worthy cause with its Rush Live event held on the evening of Sunday 15 October in the main auditorium.

The Rush Academy team promise to take you on a creative journey, showcasing the latest collections combined with technical excellence, all in aid of raising funds for Great Ormond Street Hospital.

Also on the Sunday evening, those wanting a change of scene can help raise money to find a cure for childhood leukaemia by attending The Alternative Hair Show at the Royal Albert Hall. Now in its 35th year, the event has raised almost £12million for the charity Fighting Leukaemia, and is seen as one of the most artistic events in the hairdressing calendar. Visit alternativehair.org/tickets-2017

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H Hone your hairdressing skills

You'll find plenty of skills on display across the show floor, with live demos taking place on stages and stand throughout the event. But for a really comprehensive cutting and colouring demonstration you could book a ticket for the Mahogany seminars taking place across all three days of Salon International.

I Inspiration

For the ultimate in hairdressing inspiration book a ticket to one of the Salon Live Shows.

Salon Live draws crowds from across the globe, with the main auditorium at ExCeL playing host to some of the truly iconic names in British hairdressing. This year there is even a return to platform work by the one and only, Trevor Sorbie.

Once again, the ticket price to these Salon Live Shows includes entrance to Salon International, so not only do you get to see your hairdressing heroes in the auditorium, you also get to experience all the wonders of the biggest UK hairdressing show.

This year's line-up includes the Toni & Guy international artistic team who will be showcasing the brand's 2017/18 campaign collection, Futurewise, which translates key fashion trends into directional cut and colour techniques; the Sassoon international creative team, led by Mark Hayes, will share the newest looks and techniques from their latest Academy collection, which celebrates individuality and authenticity; the Trevor Sorbie artistic team, including the much-anticipated return to the stage of Trevor Sorbie himself, will be demonstrating avant-garde dressing, a completely new approach to colour and forward-thinking haircuts; while the iridescent Patrick Cameron will share his hairstyling concepts and ideas to empower hairdressers of all ages and experience towards success.

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J Just relax

Sometimes you'll need to take a break from the excitement and Salon International offers plenty of space for rest and relaxation. If you fancy a drop of fizz, chill at the Champagne Bar, or just grab a bite at any of the catering areas dotted throughout the show.

K Kindred spirits

Where else will you find so many like-minded people all in the same place? Thousands of hair professionals flock to Salon International from all over the world, offering you the chance to catch up with colleagues from across the globe, share ideas and advise on how to meet the many challenges of modern hairdressing.



L **Legends**
You'll spot many of your hairdressing heroes – many will appear on the main stages, or on stands across the show. But one place you can be sure to see and hear some true hairdressing icons is at the Legends Lounge. Our Legends Lounge is one of the must-visit areas of Salon International, as some of the industry's top names talk about their careers, their journey and their aspirations. This year visitors are in for a treat as a host of superstar stylists will be interviewed – with the opportunity to ask them questions, glean business and creative advice and get photographs. This year's line-up includes Charles Worthington, Beverley C, Lee Stafford, Errol Douglas and Andrew Collinge.

M **Men's hairdressing**
The presence of men's hairdressing and barbering has never been stronger. For the first time, visitors can discover a host of specialist barbering brands in a dedicated area around the HJ Men Stage, you'll also find exhibitors offering barbering and men's grooming brands across the show floor.

N **New technology**
Technology is playing an increasingly pivotal role in salons, helping owners, managers and their teams run a seamless business. The latest software packages can help at every level of running a salon, including direct marketing, electronic point of sale, staff performance, and stock control. You'll find a host of companies ready to chat to you about their systems and how they can help progress your business, including B2B Software, Salon Genius, Phorest Salon Software and WorldPay.

O **Open your eyes**
The wonderful world of hairdressing is under one roof, offering a view of everything this amazing industry has to offer. Younger team members will be motivated to see everything they can achieve if they work hard, while for more experienced hairdressers, it's a great reminder of why they love their profession.

P **Picture perfect**
At the British Hairdressing Awards Gallery, sponsored by Schwarzkopf Professional, visitors will get the opportunity to see all those collections that have reached this year's finals in the regional and specialist categories, plus the chance to view for the first time, those collection from the 2017 nominees for British Hairdresser of the Year.

Q **Question time**
Salon International offers a unique opportunity for you to talk face-to-face with manufacturers, to ask all those questions you might not get time to ask during your busy day-to-day working life. Take the opportunity to ask about how a particular product range can help boost your retail sales, or how offering backwash services can enhance the client experience and add to your business's bottom line.

R **Ring the changes**
You'll discover an array of new techniques and ideas that could help your business or your column evolve. Take advantage of this opportunity to step outside of

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the salon and see those products, services, trends and techniques that will shape the future of hairdressing and help you progress your business or career.

S Stages

You won't discover more live hairdressing at any event in the UK, than at Salon International.

You'll find demonstrations of the latest techniques and products on stages across the show floor, hosted by a wide range of exhibitors, including BaByliss Pro, Wahl, Toni & Guy, Wella and ghd.

The HJ Stage has a packed three-day schedule, featuring presentations by some of hairdressing's most talented teams and individuals. This is where you will find inspirational demonstrations of everything, from salon-friendly looks to spectacular avant-garde creations.

Back for the second year, the HJ Men Stage is a platform dedicated to the art of men's hairdressing and barbering. Here you'll find everything from classic tapering to the latest long-hair looks for men.

The Fellowship for British Hairdressing's stage promises a line-up of some of its most prestigious members, sharing their take on the trends shaping British hairdressing.

T Team day out

What better way to excite and motivate a team, than to treat them to a day out at the UK's biggest hairdressing show. They will return to the salon with a new lease of life having been reminded what an incredible industry they work in.

U Utilise the show app

Download the Salon International show app and gain access to the Salon International Countdown App Competition, details of the latest products available at the show, plus any special show offers.

V Value for money

For the price of your salon ticket, you don't just get access to the latest products and services, you also get to see top hairdressing talent live on stage, meet your industry icons and take advantage of hundreds of exclusive show offers.

W World view

Salon International is a truly global event, attracting visitors and exhibitors from around the world. This year this international flavour has been taken up several notches, with Wella Professionals holding its International TrendVision Award final at the show. You'll be able to share in the excitement on Saturday 14 October over at the competition area where some 76 competitors from 42 countries will gather to compete in the Color Vision and Creative Vision categories. The spectacular finale of the





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event will take place in the afternoon of the 14 October in the expansive auditorium – expect explosive catwalk shows, jubilant flag waving and, of course, the announcement of this year's winners.

X eXpect the unexpected

However long you've worked in hairdressing, this industry always has something new to offer and surprise you. Whether it's a product that genuinely offers something different, a platform artist who pushes the creative boundaries or a revelation from one of hairdressing's true icons over at the Legends Lounge, we bet you'll discover something you didn't know this year.

Y Young talent

Whether it's on one of the main stages, in the competition area, or on one of the many smaller stages dotted throughout the show, young talent is given a chance to shine. Discover hairdressing's future stars and be inspired.

Z Zzzzz

After all this you'll need a rest, so if you're travelling from outside London and need some help finding a hotel near ExCeL, contact Event Express on Tel: 01905 732 737 or Email: reservations@eventexpressuk.com

For more information visit salonshow.co.uk

