



EXCEL, London – Saturday 17th, Sunday 18th and Monday 19th October 2009

So Successful – So Salon International

For three days EXCEL, London was the epicentre of inspiration, product launches, education and motivation for the tens of thousands of hairdressers who attended Salon International.

With over 200 exhibitors, The Hair Show had something for everyone. Show stopping live stages from companies including Wahl UK, The Fellowship for British Hairdressing, BaByliss, Affinage and Keune ensured the audience was entertained and inspired. On stand demonstrations from Toni & Guy, Denman, Rusk, Hair Tools, Farouk and TIGI allowed visitors to get up close and personal in order to see the latest techniques and product developments. This year, HJ's British Hairdressing Awards Gallery, sponsored by Schwarzkopf Professional, was bigger and better than ever with a fabulous stand-alone gallery which showcased two images from each of the nine regional and six specialist categories along with four images from each of the British Hairdresser of the Year Nominees. Four other images from each of the finalists were presented in the Gallery with the remaining four images from the British Hairdresser of the Year Nominees on the HJ stand.

For salons looking for new innovations or to develop their business, The Hair Show had it all - from Easydry Disposable Towels to Procure Foils. If it was a new computer system you were looking for, Shortcuts, Salon Genius, Kitomba and Salon Biz had something to suit every type of business. The widest selection of combs, brushes, dryers, straighteners and scissors were available at the Hair Tools stand while Gorgeous Straighteners, Diva Professional Styling Tools and Corioliss all showcased the latest in electrical products. Wahl's latest limited edition clipper – The Dragon Clipper was launched at this year's exhibition. Balmain and Great Lengths showcased the latest innovations in hair extensions and for beauty junkies, St Tropez, Barry M, Dermalogica, New CID Cosmetics and Fake Bake were on hand to demonstrate their latest products.

Salon Live presented some of the greatest names in hairdressing. The Toni & Guy Artistic Team

launched their Interactive and Label M collections at Salon International, both showcasing multiple textures and colours with variations in length. Interactive was all about texturising and creating a truly personal look with the Label M collection featuring short sharp styles and quiffs. Hot from Paris Fashion Week, the team presented 40's inspired editorial hair designed to complement clothes by Giles Deacon. Sassoon Professional presented Sassoon Academy who showed an amazing array of models sporting looks from their latest collection Da Da Dolls. Precision cutting fused with perfect colour placement, with the focus on texture, Sassoon Academy led by Mark Hayes, produced hair that combined the classic Sassoon bob with 'off kilter' textured hair. The show also re-introduced the audience to two earlier collections from 2009; the 80's inspired Laser and La Basier, a collection which takes its inspiration from 1940's and 50's couture.

Street fashion and architecture was the inspiration behind Tim Hartley's Salon Live presentation presented by Davines. For Tim it was all about the three B's – bowls, bobs and berets. He showed the contrast between shapes and textures providing a complete contradiction. Colour ranged from soft blondes and pastel tones to shocking pink, which Tim described as 'pukahontas' – punk meets Disney. Long hair master, Patrick Cameron showcased an incredible 10 looks in 75 minutes and took the audience through a journey of his travels to the four corners of the world - presenting looks from his commemorative collection, Gold.

Sassoon Academy presents Future Creatives gave students a unique insight into the inspiring and vibrant world of Sassoon. The next generation of the Sassoon International Creative Team showcased the techniques that have made Sassoon's synonymous with precision cutting and colouring. Exploring the world of design, fashion and music, the team explained how they translate their influences into cutting and colouring hair 'the Sassoon way.' Inspirational Youth presented by TIGI was the culmination of a journey for 14 up-and-coming hairdressers that included training, coaching and mentoring – the end result being this fantastic show – Rock with Rockaholic, which showed just how far they had come in such a short time.

At the Salon Seminars, Mahogany - one of the UK's most experienced and innovative education teams – showcased their latest collections in an intimate and inspirational seminar environment. For their Salon Seminars presentation, Mahogany demonstrated their Romantica Collection, combining Rock and the English Dandy. Romantica showcased Mahogany's signature precision cutting, creating asymmetric shapes with long disconnected lengths.

Business Extra, sponsored by Salon Genius, provided business education at its best. Jon MacLeod started the sessions by encouraging salon owners to go back to basics to motivate their team whilst Sean Hanna provided start up secrets, which any new salon owner could not afford to miss. Nergish Wadia-Austin was next on the bill and gave attendees the tools to develop their chair side sales and take their professionalism to the next level. The Business Extra sessions were brought to a close by Julie Eldrett who demonstrated what a client sees when they walk into a salon. Four very different Business Extra seminars which couldn't fail to inspire and motivate.

For Press information please on Salon International Please contact Alison Jameson or Lauren Martin at Alison Jameson Consultants on +44 131 621 7210, fax +44 131 621 7215, email; salon@alisonjamesonpr.com

To download photographs of Salon Live, Salon Seminars, Business Extra and activities within the press office please visit our FTP site www.saloninternationalphotographs.com login salint password salon09. You will need to have the appropriate software such as Cyberduck or Fetch to download images from the Salon International FTP site.

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