

# HBSA Report

July 2018



## Salon International Update

At the time of writing we are just 106 days away from Salon International which will run from the 13<sup>th</sup> - 15<sup>th</sup> October at ExCeL London. An impressive exhibitor list now includes the major colour houses, key electrical suppliers, tools and furniture companies offering on-stand demonstrations designed to educate and inform. Running alongside the HJ and HJ Men Stage is the inaugural ChooseHair New Talent stage where we will profile up and coming talent, the Business Bubble sponsored by 3.6.5 Hair and the British Hairdressing Awards Gallery sponsored by Schwarzkopf Professional. The mix of fantastic exhibitors and educational and inspirational teams on our stages will all feature in our extensive, cross-channel marketing campaign that continues to focus on attracting salon owners via our VIP programme.

We are also working with more international media partners and ticket agents and are delighted to be working with the NHF to bring their Britain's Best competitions to the show on Sunday, and with VTCT on a series of student competitions on Monday. Our Salon Live line-up runs across all three days and includes new shows from Schwarzkopf Professional and Salon Services who are platforming Guy Tang in addition to



Toni&Guy's MainStage event attracting 3600 attendees.

## HJ Live Ireland

The RDS Dublin is home to the show on the 7<sup>th</sup> & 8<sup>th</sup> October. Exhibitors confirmed include Takara Belmont, Keune, milk.shake, Alter Ego, Savvy and Shine with the HJ Stage platforming key educators.

A series of competitions aimed at qualified and student hairdressers will run throughout the two days in conjunction with Irish Hairdresser. The show attracted 8,273 visitors in 2017 with 1352 hair and 2247 hair and beauty professionals included within that.



## HJ Live North

At Manchester Central on the 21<sup>st</sup> & 22<sup>nd</sup> October, brands confirmed include Salon Services, Wahl, Sexy Hair, Alfa Italia and Fudge. We are introducing a HJ Men Stage in association with Wahl and the HJ Stage will be run in conjunction with the Fellowship for British Hairdressing. Our partnership with Wahl continues at the North show as we introduce an HJ Men Stage together with the established HJ Stage in association with the Fellowship for British Hairdressing. The 2017 show attracted a total audience of 14,516 with 4000+ hair professionals attending.



## HJ Live London

In 2018, HJ Live London attracted 7,441 hair visitors from a total attendance of 32,649. The 2019 event at ExCeL London on the 24<sup>th</sup> & 25<sup>th</sup> February will again feature the HJ Stage, and HJ Men Stage in association with Wahl attracting leading stylists, colour technicians and barbers over the two days. Brands committed include Insight, Wahl and Bluebeards Revenge.



## British Pavilions

HJ is delighted to be working with the HBSA to introduce British Pavilions at our events in Dubai, India and South Africa. With three stand size options available - all with furniture, electrics and lighting, exhibitors will benefit from a fully furnished lounge with refreshments for their exclusive use and a shared storage area. Please contact

## 2018 Dates

### UK & Ireland

HJ Live Ireland/Professional Beauty Ireland	RDS	7 & 8 October
Salon International	ExCeL London	13-15 October
HJ Live North/Professional Beauty North	Manchester Central	21 & 22 October

### South Africa

Professional Beauty Africa & Salon Africa	Johannesburg	2 & 3 September 2018
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### India

Professional Beauty & Salon India	Mumbai	1 & 2 October 2018
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## 2019 Dates

### Middle East

Professional Beauty GCC & Salon GCC	Dubai	10 & 11 February 2019
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### UK & Ireland

HJ Live/Professional Beauty	ExCeL London	24 & 25 February 2019
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### South Africa

Professional Beauty Africa & Salon Africa	Johannesburg	1 & 2 September 2019
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### India

Professional Beauty & Salon India	Mumbai	16 & 17 September 2019
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### UK & Ireland

Salon International	ExCeL London	5-7 October 2019
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