



ON HAIR SHOW & EXHIBITION 17 - 18 NOVEMBRE 2019 TORINO, PALA ALPITOUR

ON HAIR SHOW & EXHIBITION HAS REACHED THE TARGET OF 12,000 ATTENDEES FOR THE 10TH EDITION IN TURIN

The 10th edition of **On Hair Show & Exhibition**, the event by Cosmoprof Worldwide Bologna for the hair universe, ended in Turin with important numbers: the target of 12,000 visitors has been reached, over 30 shows involved international hairstylists, more than 80 leading companies in the hair sector have exhibited at the Pala Alpitour in Turin.

Trends, the most innovative techniques and suggestions for next season's hair fashion have been the main issues. On Sunday and Monday, November 17 and 18, these key players came on the stage: **4D Color, Genny D'Auria and Cuco y Guille for Alfaparf Milano, Lorenzo Marchelle for Attilio Artistic Team, Gandini Team for Vitality's, Medavita Artistic Team, Leonardo Rizzo and the team Akademia & Rudi for Alter Ego Italy, Serretti Gruppo for Schwarzkopf Professional, Toni&Guy, Hipertin & G.A. Moda Italia with Andrea Peluzzi and Mirko Cheyenne, Fashion Mix & Xenon Group, Mario Firriolo, Wahl Italia, Davide Cichello for Cloud Nine, Farrukh Shamuratov for Jean Paul Myné, Pixel C3.**

"We celebrated the tenth edition of On Hair Show & Exhibition in the best way - declares **Enrico Zannini, General Manager of BolognaFiere Cosmoprof** - Turin has become for two days the capital of hairstyling: a profession that moves a growing industry, one of the best examples for "Made in Italy". In 2018, professional salons registered a turnover of over 580 million euros. The industry is among the best performing in our country, specially in Lombardy, Campania and Piedmont. The development of the supply chain goes hand in hand with the growing professionalism of the hairdressers. Today being a hairdresser is a real artistic act, driven by passion, competence, research and innovation, as shown by all the talents who performed on our stage".

THE INITIATIVE OF THE 2019 EDITION

In the rich calendar of On Hair Show & Exhibition 2019, the **ESTETICA MASTER CLASS** event, in collaboration with the magazine **ESTETICA**, brought 4 internationally renowned hairstylists to Turin. **X Presion, Dmitry Vinokurov, Trevor Sorbie Art Team and Errol Douglas for Farmaca International** have shared their knowledge and technical skills, acquired during their experiences in the most important competitions in the world.

The latest trends for the barber world went on the stage, too: the **Festival Barber**, organized in collaboration with Spaghetti's, hosted the most talented and creative barbers - **Barber Birdman, Hayden Cassidy, Jarreds Barber, Josh Lamonaca, Julius Cvesar, Titan Barber, Zena Yu and Vishal Bahrani.**

IHA – ITALIAN HAIRDRESSER AWARD 2019

On Hair Show & Exhibition announced the winners of the **Italian Hairdresser Award 2019**, the initiative that rewards the excellence, creativity and passion of Italian hairstylists.

To select the most influential hairstylists in the Italian scene, styling, look and technique experts have been called, divided according to 4 technical juries:

- The **Master Jury**, with the international Masters invited to On Hair Show & Exhibition thanks to the collaboration with Estetica: X-presion, Dmitry Vinokurov, Errol Douglas and the Trevor Sorbie Artistic Team.
- The **Creative Jury**, with experts from the world of communication, education and art



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- The **Press Jury**, with the most experienced journalists from consumer and trade magazines
- The **Jury for Sponsored Categories**, with Monica Orda, PPS / Educational Manager Schwarzkopf Professional Italia for the categories Best Cut and Color "Cutting Edge" by Schwarzkopf Professional, and Tonino Master Spaghetti's for the category Best Man Style.

The **Best Italian Hairdresser of the Year** is the most prestigious award: the winner is Lorenzo Marchelle from Turin. The award recognizes the commitment of Lorenzo in his research to enrich the hairdressing profession, underlining the importance of the combination of skill, talent and dedication. Lorenzo Marchelle will perform on the stage of On Hair Show & Exhibition 2020 as a Master and he will be the protagonist of an exclusive interview with Estetica.

The winner of the **Best Collection of the Year** category, Daniel Maltoni, thanks to ESTETICA and Sergi Bancells, International Editorial Aesthetics Director. He will also be the protagonist of an editorial International Fashion section of Estetica and a pop-up on the network websites for a month.

Mauro Galzignato, winner last year for the Italian Hairdresser of the Year category, and Tiziana Chiorboli, Vice President for Italian Chamber of Hairstyle, recognized Matteo De Vita as the winner of the **Best Young** category.

Valerio Federico is the best male hairdresser, chosen from the finalists in the **Best Man Style** category, sponsored by Festival Barber. Thanks to this recognition, he will participate in the Academy Spaghetti's with a course day in their academy in Rome and with a face-to-face session with Torino Master Spaghetti's.

Schwarzkopf Professional was the sponsor of the categories that most reward the technique, the use of proportions and the innovation in the field of coloring. Marco lafrate won the **Best Cut "Cutting Edge" award by Schwarzkopf Professional**. For the **Best Color "Cutting Edge" category by Schwarzkopf Professional**, the winner is Simone Minella. Both winners will be able to participate in an exclusive 2020 training project at the Milan office.

Attendees were also called upon to express their opinion, thanks to the new category of the 2019 edition, **Best For You**. Salvatore De Maria - Fashion Mix - took up the favor of the On Hair Show & Exhibition operators.

Among the finalists of the Italian hairdresser Award, Estetica magazine has chosen Matteo Susini as the **Best Cover Page by Estetica**: his look will be published on the cover of Estetica Plus.

The next appointment for companies, hairdressers, distributors and salon operators is at **Cosmoprof Worldwide Bologna 2020, from 12 to 16 March**: a look at the evolution of the hair sector, on a journey that touches all 5 continents, with over 150 countries being represented on the show floor.

For further information, <http://onhairshow.com/>