

June 1-3, 2019

Education Days
June 1-3
Exhibit Floor Open
June 2-3

premiere **ORLANDO**

International Beauty Event

& premiere **DAYSPA**

PREMIERE ORLANDO PROVIDES TOP EDUCATION TO OVER 60,000 ATTENDEES! Premiere Orlando, June 1-3, 2019

Orlando, FL, June 21, 2019 - When you think of industry tradeshows with the best education from top influencers, there is probably one name that comes to mind and that is **Premiere!** As the largest beauty industry tradeshow in the country, Premiere brought together all things professional beauty under one roof at the Orange County Convention Center, June 1-3, 2019. Premiere gave 60,213 beauty professionals from all 50 states and countries worldwide, many reasons to stay in love with the industry! Premiere Orlando offered the education and tools you need to succeed during the action packed 3-day event.

7.3 Acres Of Amazement

As beauty professionals walked across the breath-taking 7.3 acre exhibit floor they were greeted by some of the biggest names in the salon, spa and barber industry with over 850 exhibitors present at this year's event. Attendees were able to amplify and renew their passion about the industry they LOVE through the high energy of Premiere Orlando with companies such as **RUSK, Farouk, JOICO, Matrix, Redken 5th Avenue NYC, American Crew, Pureology, Amika, Reuzel, BabyLissPro, Aquage, Brazilian Professionals, Sally Beauty** and **Ulta Beauty** hosting live demonstrations, product launches and celebrity artists at nearly every corner throughout the day on Sunday & Monday. In the Nail World section, nail artists were able to get the latest high fashion trends from brands like **CND, Young Nails, LeChat, Voesh New York, Nail Labo, KUPA Incorporated, Gelish, Joya Mia** and **Light Elegance** just to name a few as well as the calming atmosphere that you can only get when you're in the nail salon. Continue through the show and enter the realm of Premiere DAYSPA. This section of the show floor was an educational playground for estheticians, massage therapists and makeup artists with companies such as **Satin Smooth, Eminence, GlyMed Plus, Revitalash, Farm House Fresh, Evalash Beauty, Morphe, Pinnacle Cosmetics, Footlogix, Eva's Esthetics** and **Repechage** offering the latest products, equipment and treatments to improve their skills and business.

Your Education Destination

Shopping the exhibit floor may be enough of a reason to attend Premiere Orlando annually, but what makes all Premiere Shows stand out is their

promise to bring the education you need to succeed™ to their events. This year was no exception offering more than 650 classes during the 3 days of non-stop education.

A BEAUTY INDUSTRY MUST SEE

OMG! It's incredible to be surrounded by the powerhouse education that graced the stage at Premiere Orlando this year, the best part – it was all INCLUDED with a show pass! Beauty professionals came far and wide to join **Lala Chihaia** in saying "I Do" to innovative bridal techniques and left feeling more confident in their updo abilities. The inspirational **Chrystofer Benson** made his first debut on Main Stage with his **CBC Creative and Collaboration** teams as they merged a visual artistic presentation with reality to showcase strong techniques in color, cutting and styling. Attendees were also able to learn the latest in industry and style trends from some of the biggest names: **Jamie Wiley, Ashley Hofstrand, Michelle Patton & Emily Aldress – Pureology, Sam Villa, Chris Baran, Lori Zabel & Justin Isaac – Redken 5th Avenue NYC, Pulp Riot Artistic Team, Larisa Love, Richard Mannah, Ricardo Santiago & Cherry Petenbrink – JOICO, Phoenix Thomson, Paul Wilson & Mike Sharkey – American Crew, Stephanie Brinkerhoff & Cassie Siskovic – Kenra, Sofie Pok, Carlos Estrella, Joshua Hawkins & Frank Soto – Barberology, the ULTA Beauty Pro Team** and everyone's favorite #hairbestie – **Guy Tang**.

LEARN FROM THE COLOR EXPERTS

Individual self-expression through one's hair color continues to be wildly popular and this year's Hair Color Stage presentations packed in some of the most influential colorists of the industry to provide stylists with the latest techniques and trends to help them turn their clients' hair into masterpieces. Audiences crowded the seats to watch the innovation that **JOICO, Pravana, B3 Brazilian Bond Builder** brought to the stage. Also welcomed this year were inspirational companies like **Sunlights Balayage, Aloxxi, the CosmoProf Beauty Team, the ULTA Beauty Artistic Team** and the

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Unicorn Tribe. Attendee favorites **Redken 5th Avenue, Matrix, Patric Bradley, Shelley Gregory** and **Cassandra McGlaughlin** provided color enthusiasts with the amazing education they have been dreaming of.

CHANGE THE WORLD

Each year, Premiere's dedication to education drives them to make the show new and exciting as well as making sure that they are offering education at their shows that is not only on trend with the latest trends and techniques but ahead – giving their attendees that competitive edge. This year Premiere Orlando collaborated with Mark Bustos and FACT, Foster Adoptive Caregiver Team, Inc (a 501c3 organization) to give back and provide FREE haircuts to local Central Florida foster kids and their families. Premiere Orlando met their goal and was able to provide more than 180 individuals with the experience of a pop-up high-end salon to receive haircuts by some of the finest stylists and barbers like Keon Washington, Sascha Breuer, Terrence Manning, Nikki Trowbridge and more.

In addition to the Change the World Through the Art of Compassion event, Premiere Orlando added a whole new section of education dedicated to Community Outreach featuring Cut Out Domestic Abuse (presented by Cut It Out featuring Lillie Wiggins), How to Use Hairdressing Skills for Good (presented by The Kind Cut featuring Sascha Breuer), The Opioid Epidemic: How to React and Help (presented by Awaken Your Beautiful featuring Lucinda Crowe-Layne) and Reach Out (presented by Dave Diggs Barber Academy featuring Vice Cutter).

Hundreds Competed on Stage and Showcased Their Talents

The competitions at Premiere Orlando this year allowed the opportunity for artists both professional and students, to step onto the stage and showcase their talents. Judged by some of the best educators in the industry, and joined by hundreds of their fellow industry professionals, these cosmetologists, barbers, makeup artists and nail technicians competed for cash prizes and well-deserved recognition. This year's competitions included a brand-new section – Nailympia, the leading competitions for the global nail industry.

HAIR STYLING	MEN'S GROOMING	NAILYMPIA	MAKEUP	TEAMS
Avant Garde	Classic Cut	Gel Tip Overlay	Scarily GOREgeous	Celebrity Stylist in Training
Short Hair Challenge	Creative Cut	L&P Acrylic Sculpting	Kiss the Bride	
Naturally Textured		Joy of Nails w/ Bling	Cirque Du Premiere	
		Reality Nails		
		Mixed Boxed Media		
		Runway		
		Stiletto Nails		
		Fantasy Complete Look		
		Soak-Off Gel Manicure		

Cannot Wait until 2020 for Premiere...

What Premiere Show Group does at their shows is like magic - taking the worlds of professional beauty, and providing an environment filled with education, inspiration and enthusiasm, Premiere Orlando is THE event for beauty professionals. Don't worry, you do not have to wait until May 30 – June 1, 2020 for another Premiere event, join Premiere at one of their other annual shows this fall!

Premiere Philadelphia | September 15-16, 2019

Premiere Columbus | October 6-7, 2019

Premiere Birmingham | October 20-21, 2019



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