

TOP HAIR 2026: two days packed with glamour, creativity and key impulses

TOP HAIR Düsseldorf once again impressively demonstrated why it is the leading event for the hairdressing sector in Europe on 21 and 22 March 2026. The motto “More Glow. More Glam. More Wow.” put the positive energy among exhibitors and visitors in a nutshell. Some 27,000 trade visitors flocked to the halls in the exhibition centre on the Rhine to both build their professional skills and expand their entrepreneurial know-how. Some 450 brands and companies from 24 countries presented their latest products and services as well as the hottest hair trends from all over the world.

With a new look & feel and more room for exchange and community, the trade fair realised in cooperation with Europe’s leading trade magazine TOP HAIR, also provided fresh impetus in terms of content. At the same time, the programme offered as many shows and educational events as ever.

Hannes Niemann, Director of TOP HAIR, closes on a positive note: “TOP HAIR Düsseldorf has shown once again just how much energy and innovative power this industry has – especially in challenging times. Launching new features such as the Masterclasses and the young talent initiative “Rock Your Future”, TOP HAIR steps in precisely where the sector needs it: in continuous education, talent promotion and exchange with the best in the industry. The trade fair is therefore not only a driving force but also a rock of stability for hairdressing.”

Rebecca Kandler, editor-in-chief and publishing director at TOP HAIR, adds: “The sector is in motion and transforming. All the more important is TOP HAIR. Getting together here are not only representatives of a skilled craft but a whole community – one that stands out with passion, sparkling creativity and the joy of real encounters reaching new heights time and again.”

Shows, stars and a festival vibe on the Main Stage

The heart of the trade fair was beating on the Main Stage in Hall 15: International top artists such as Patrick Cameron, Martin Dürrenmatt x Goldwell, Christoph Filser or the Wella Creative Team with James Earnshaw and Marco Firriolo inspired the audience with 15 high-calibre shows and technical innovations setting new standards both in terms of creativity and



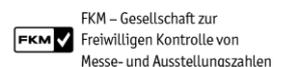
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technology. Influencer Daniel Golz was recruited as a presenter, giving this stage a fresh, direct style – close to the community and delivered with clarity and a sense of humour. Celebrity guests such as Sam McKnight and Jana Ina Zarrella added to the attraction. Emotional highlights included the presentation of the “TOP Salon – The Challenge 2026” award shifted for the first time to the prime-time slot as well as the international live finale of the “European Barber of the Year”.

More education than ever and Masterclasses for the first time

The continuous education offering was extended further in 2026: alongside 40 workshops and ten lectures, the nine new TOP HAIR Masterclasses provided an exclusive hands-on format: in small groups participants worked on current dyeing and cutting techniques directly with experts such as Fabian Maier, Katrin Dederer, Cindy Loves Blonde or Barbercat – in a hands-on way that can immediately be put into practice at the salon. Central future themes were also in focus on the stages – ranging from artificial intelligence and social media to modern corporate strategies.

Young talent in the limelight: “Rock Your Future”

By launching the new “Rock Your Future” initiative TOP HAIR DÜSSELDORF made a clear statement for young talent in the industry. Students and apprentices were granted free access to the trade fair, were invited to experience the hairdressing craft live, make contacts and discover career perspectives. The initiative met with great response, underscoring TOP HAIR’s role as a platform that not only showcases trends but actively shapes the future of the industry.

The next TOP HAIR Düsseldorf will be held from **10 to 11 April 2027** concurrently with **BEAUTY Düsseldorf** as well as the B2C format **The Art of Beauty and Health**.

TOP HAIR 2026 Exhibitor Testimonials

Kevin Murphy Germany

“We were represented with two exhibition stands for the first time. Next to our fashion brand KEVIN.MURPHY we especially focused on launching our new, relaxed lifestyle brand ELEVEN AUSTRALIA as well as the EcoHeads shower

heads – three Australian brands synonymous with especially innovative technologies and a strong environmental awareness that provide valuable impetus for the future. Also new was the launch of K18 for direct sales. We particularly appreciated the personal exchange, the avid interest taken in our concepts and the high quality of conversations. We welcomed many of our customers to the stand and made many contacts with interested parties in our industry. An exclusive community event on Saturday evening was the “icing on the cake” for our trade fair appearance.

Nicole Grimm, General Manager Kevin Murphy Germany

OLYMP

“TOP HAIR 2026 once again proved the biggest and most relevant event in the German hairdressing industry. Our latest product innovations in interior furnishings were very well received by the high-quality expert audience. Service, quality, design and professional functionality play an increasingly important role for future-oriented investment decision-makers seeking to successfully stand out from competitors with innovative service offerings such as HeadSpas, for example.

Dr. Peter Wenzel, Managing Director OLYMP

L’Oréal Deutschland Professionelle Produkte

“We are very satisfied with the number of visitors, the mood in general, our high-quality conversations at the stand and the interest taken in our market divisions, services and innovations. We received nothing but positive feedback – to the open-plan design of our stand, the presentation of our four market divisions as a whole and our strong focus on services that create true added value for salon business. A major trend are hair-care rituals and new services through which salons can improve customer loyalty and generate added revenue. Success needs consistent development, and we want to be the right business partner, who helps hairdressers to get to the next level to stay successful in this wonderful business.”

Emmanuelle Diagnolé, General Manager L’Oréal Professionelle Produkte DACH

Wella Germany

“TOP HAIR is and will always be the central meeting point for hairdressing

professionals – a place for exchange, inspiration and joint development. And this is precisely what we as a market leader presented at the trade fair: from a creative show on the big stage featuring our ambassadors James Earnshaw and Marco Firriolo to such innovations as our new Supernaturals hair colours and education right at the Wella Stand. But most important was face-to-face exchange – with customers, with industry partners and with the big hairdressing community that gets together in Düsseldorf. Always the highlight of the year.”

Wella Company in DACH, Henrik Haverkamp

Protagonists’ Testimonials

Daniel Golz – hairdresser & blogger

“To me TOP HAIR 2026 is new, exciting, colourful and, above all, pretty loud!”

Patrik Cameron – international hair artist from New Zealand

“TOP HAIR in three words: It’s **magical** to see so many amazing hairstyles and looks here, it’s **educational**, so you can really upskill, if you really want to learn. And it’s **community**, it’s our hairdressing community. They come together to create this amazing feeling. So make sure you are part of TOP HAIR 2027. Really! You don’t have to miss this.

Cindy Loves Blonde – hairdressing entrepreneur & blonde specialist

“What I especially love about TOP HAIR is, of course, the stress you feel as a protagonist; we feed on this, on the energy of the people watching our shows. And as a hairdresser I love to meet, connect and network with the community here, and - needless to say - also see what the others are up to. This is what I love most here. So don’t wait and consider whether to come. You simply come – step out of your comfort zone, into the trade fair and go home with news.”

Jutta Gsell – hairdressing business owner and artist

“The TOP HAIR trade fair is the biggest industry event in the German-speaking region. We’ve got everything your heart desires here: exchange, personal encounters, news, information, Masterclasses ... there’s something for everyone.”

Katrin Dederer – successful salon owner and content creator

“To me TOP HAIR in one word: community get-together. Our industry has drifted off in so many different directions over the past years. Some became barber shops, there’s ladies’ hairdressers here and extension salons there ... there’s so many specialisations. In my opinion TOP HAIR is the place where really all hairdressers are welcome and can meet to swap ideas. There are loads of events these days but many of them are designed for specific target groups. At TOP HAIR there is a place and something to see for every hairdresser. This is what I find so special.”

Martin Dürrenmatt – multiple world champion

“What I of course like about the TOP HAIR is that people connect. My show “Code to Connect” is precisely about this: that people meet, talk to one another – and this is exactly what we experience here. Connection, great conversations, plenty of love and joy – this is what TOP HAIR is all about.”

Visuals of TOP HAIR are available at <https://medianet.messe-duesseldorf.de/press/tophair/main>

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