

The Show of the Year

Orlando, FL Orlando/Orange County Convention Center – On May 31, June 1 & June 2, 2014, Premiere Orlando International Beauty Event co-locating with Premiere DAYSPA®, created the hub for beauty industry leaders, and all beauty industry specialists to connect, learn and network. With over 420 free educational classes, 7.3 acres of exhibit floor, 805 exhibiting companies and 55,214 attendees representing all 50 states and over 35 countries, the SHOW OF THE YEAR continues to supercharge the professional beauty industry.

Education: Premiere's initiative of making education a priority continues as Saturday educational classes grew to over 120 class options, which is an additional 27 classes from last year. Plus, this year Premiere had **over 420 free classes** in coloring, cutting, styling, smoothing, extensions, nails, business, make-up, dayspa and business, from the leading educators in the beauty industry. Premiere understood the increased need for **men's hair education**, bringing in powerful education from Ivan Zoot, Rodrick Samuels, Johnny B. Hair Care featuring Gabriel Quinones, Andis Compnay featuring Kenny Duncan, Major League Barber and many more, which packed classes to capacity. Premiere also took action in bulking up their **make-up** educational line up bringing in top make-up artists such as Kandee Johnson, Patrick Starr, Quyen Nguyen with Évalash and Dominick Briguglio with Stila Cosmetics, creating standing rooms only. Entire education line up – [Click Here](#)

Main Stage: The BIGGEST names in the beauty industry brought the best to Premiere Orlando's Main Stage. Premiering innovative education and creatively showcasing the latest trends, styles and fashion, presenters shocked the audience into amazement with each presentation. Martin Parsons continues to hold the title as The Updo Guru, by creating simple updo techniques that young and older clients are asking for, and stylist can easily take back to the salon to better their careers and business. In addition our Main Stage veterans like the Paul Mitchell Team including Robert Cromeans and Takashi, Wella Professionals featuring Creative Ambassadors Christopher & Sonya Dove, TIGI and Ted Gibson surpassed expectations and set the new trends for the beauty industry. Entire Main Stage line up – [Click Here](#)

Hair Color Stage: Serious with techniques and education but bursting with life, the Hair Color Stage colored beautifully. With back-to-back continuous education from the leaders in hair color, colorists took notes and photos of the latest coloring techniques and trends. This year Premiere welcomed back AVEDA, who blew everyone out of the water with their presentation "Culture Clash Collection" featuring Ian Michael Black - forecasting a continuous pastel trend and multidimensional reds. Gracing the stage, Paul Mitchell featuring Scott Cole and Linda Yodice, unveiled the next generation of color and Wella Professionals, MATRIX, TIGI Colour and KEUNE, lead stylist to the future trends of hair color. Entire Hair Color Stage line up – [Click Here](#)

Premiere DAYSPA: Continuing to grow, Premiere DAYSPA, brought in new companies like Aesthetic Ambassadors, which attracted a new wave of estheticians to learn the latest techniques. As an established market for massage therapists, Premiere's massage therapy program offered not only 6 CEU's in Florida, but **all classes were nationally certified**. Entire DAYSPA line up – [Click Here](#)

Nail World: Dazzling with color, nail education at Premiere offered a wide variety of options covering nail art, techniques, sanitation and add-ons to increase revenue. Companies like OPI, Young Nails, ORLY, Precision Nails, Nancy King and Light Elegance gave nail techs the cutting edge. New this year, Premiere offered Vietnamese speaking guest artists from Gelish, CHRISTRIO and KUPA. CND also launched CNDU at Premiere, which is an online education program for nail techs in efforts to support the professional nail community. Entire Nail World education line up – [Click Here](#)

Beautiful Experiences: What stemmed from private classes hosted by celebrity chefs, Premiere introduced Beautiful Experiences, which offered intimate and exclusive educational opportunities to learn firsthand from the BIGGEST names in the beauty industry. Some noted experiences included a private 60 minute class with Martin Parsons, an exclusive Q & A session with Beth Minardi and a meet and greet session with Jan Arnold, co-founder of Creative Nail Design. With over 3,200 entries, Premiere and the selected few who won these Beautiful Experiences, are extremely happy in making the difference. Make sure to follow Premiere Orlando social media pages for a chance to enter in 2015.

By Invitation Only - Salon Owners Event: This year Premiere, in partnership with Modern Salon and Salon Today, welcomed salon owners to an invite only VIP event covering the trends and better business practices from five of the top salons from Salon Today 200. They also announced this year's top 200 salons at the awards ceremony.

Save the Date: Premiere Orlando co-locating with free admission into Premiere DAYSPA®, will be held May 30, May 31 & June 1, 2015. Education Days: May 30, May 31 & June 1. Exhibit Floor Open: May 30 & June 1.