

Premiere Orlando 2015 – International Beauty Event

It is unanimous – The consensus is in and Premiere is bigger, smarter, prettier and even better than ever! Continuingly making it the most important show in the beauty industry! A standing ovation not only to the Premiere team, but to the attendees, totaling over 57,861, who came out to further their careers and make a difference as the professional beauty authorities! In addition, Premiere Orlando represents the largest international beauty show in the nation with over 800 exhibiting companies on an impressive 7.3 acre show floor. Exhibitors came to launch products, reveal new collections and invest in the professionals who attended the show because Premiere Orlando is engaging and is the source of progression within the professional beauty industry. With a Show Pass to Premiere Orlando, industry professionals and students were able to experience Main Stage, Hair Color Stage, Educational Classes, Premiere DAYSPA and the Exhibit Floor.

Main Stage was filled with industry leaders and beauty professionals looking to enhance their careers. This year, the star studded line-up included: Paul Mitchell's Robert Cromeans; Rock Your Hair's Michael O'Rourke; Sassoon Academy's Mark Hayes, Traci Sakosits and Richie Rivera; Sam Villa and Andrew Carruthers; Martin Parsons; Christopher Dove and John Simpson; RUSK Creative Team, BaBylissPro Team; and Farouk's Anna Cantu. Paul Mitchell launched MarulaOil, embodying the line with beautifully styled hair featuring a golden aura of purity. Martin Parsons continues to deliver jaw dropping up-dos, with modern effortless style that brides are seeking this season. Christopher Dove & John Simpson joined forces as 2 industry icons debuting and uniting for the first time on stage with a creative urban street style of modern hair including a futuristic touch of dimensional colors to create the "New Normal."

Hair Color Stage was sizzling with color enthusiasts looking to get serious education from the color experts. Some of this year's hair color industry leaders included 2014 NAHA Colorist of the Year, MATRIX's Chrystofer Benson; Redken's Celebrity Colorists Tracey Cunningham and David Stanko; Industry Color Icon Beth Minardi; Kim Vo and the 'Balay Lama™' Candy Shaw. Tracey Cunningham and David Stanko shared knowledge, not only working with an impressive celebrity clientele, but also shared their wealth of tips and tricks to answer the most pertinent hair color questions. As Kim Vo continues to create color trends in Hollywood, he presented professionals the latest sought-out colors and showcased his most signature blondes. Balayage, a resurgence of hair coloring technique, was no doubtfully the most sought out technique at the show, which Candy Shaw lead a highly anticipated demonstration that was standing room only on Hair Color Stage.

Classroom Education respectfully is the foundation of what makes Premiere Orlando the most important beauty event of the year. With over 430 complimentary educational class options this year, beauty professionals were able to plan a custom education itinerary that fits their educational needs. Premiere Orlando is a yearly mecca for salon owners, beauty instructors, cosmetologists, nail techs, estheticians, massage therapists and beauty students to enhance their careers.

Nail World continues to grow globally attracting the best in exhibitors, educators and beauty professionals. Optimizing the experiences for Nail Techs, Premiere has added additional complimentary classes, hands-on workshops and larger presences on the exhibit floor. Also, CND continues to provide professional innovation celebrating 5 years of CND Shellac and launching the new CND LED Lamp and CND's new Shellac Xpress5 Top Coat. We also welcomed the stars from *Nail 'd It*, a hit reality competitions series, winner Ashley Craig and semi finalist Lauren Wireman, who offered star studded education and workshops.

Premiere DAYSPA provides unique opportunities for esthetician's, making it the spa event of the year. With focused education in medesthetics, wellness, anti-aging, spa business, massage therapy and make-up, face-to-face and hands-on workshops enriched these professionals skills, techniques and careers. Premiere DAYSPA was the location to launch new products, equipment and technology and offered the latest trends and innovations for the leaders in the spa industry.

Beautiful Experiences is a way for Premiere Orlando to give back to attendees providing exclusive opportunities to meet, learn and mentor from the beauty professional leaders they look up to most. This year's experiences included an adventure with Robert Cromeans, besties for the day with Candy Shaw, the ultimate hangout with Jan Arnold, stardom with Patrick Starr, a VIP experience with Anna Cantu and a private Q&A with Beth Minardi.

Save the Date: Premiere Orlando co-locating with free admission into Premiere DAYSPA, will be held June 4, 5 & 6, 2016. Education Days: June 4, 5 & 6. Exhibit Floor Open: June 5 & 6.