

## Premiere Orlando 2016 – International Beauty Event

Passion! It is undeniable that Premiere Orlando encompasses the most passionate beauty professionals in the industry; bringing together industry icons, salon owners, stylists, nail techs, manufacturers and distributors. Premiere is a staple for every beauty professional; it is no secret that this is where the beauty industry meets. This year represents 57,551 attendees from more than 40 different countries. Where the most liked social media images come to life and professionals jump at the chance to learn the upcoming trends and techniques. The 411 is that for nearly 25 years Premiere Orlando has continued to elevate the professional beauty industry. This year Premiere provided over 440 complimentary classes, 45 hands-on workshops and showcased over 800 exhibiting companies on a mesmerizing 7.5 acre show floor - that's huge!

**Main Stage:** Only Premiere can bring beauty industry leaders together on one stage. This year's line-up included: Paul Mitchell's Robert Cromeans; CoCre8's Christopher Dove and John Simpson; the return of Sassoon Academy's Mark Hayes, Redken's Sam Villa; Martin Parsons; Farouk's Anna Cantu; RUSK Creative Team; BaByliss4Barbers; and international icon all the way from Australia, Tracey Hughes.

**Hair Color:** Premiere fans are serious about color. With a flash of yellow you knew The Balay Lama™ came to provide the most skilled techniques on Balayage! We all now know it is not just a fad; it is a crucial skill necessary to your hair color services. Candy also showcased a game changer on the Hair Color Stage called #bowlage, where you paint the hair at the bowl not only to save time but also so your highlights "ride the ridge" of the hair. Premiere Hair Color Stage was also graced by Paul Mitchell's Robert Cromeans and team, Matrix's Chrystofer Benson who demonstrated that strobing is not just a makeup technique, Redken's Justin Issac, Product Club's David Velasco and Adrienne Rogers, L'ANZA's Matt Swinney and Leah Freeman, Keratin Complex's Deborah Gavin, Sherry Ratay and Instagram stars as well as ComsoProf ambassadors Larisa Love, Phil Ring and Jacob Khan.

**Men's Zone:** "Give me more!" - It was raining men at Premiere Orlando. Every year attendees want more so Premiere uped the ante. Premiere added over 12 classes in clipper cutting, styling and beard education. SalonCentric introduced The Men's Shop front and center in the lobby, catering to everything you need to perform barbering and men's grooming services. This year also introduced BaByliss4Barbers which includes an elite team of barber educators from the most influential cities in the US. They had an outstanding Main Stage Presentation which showcased detailed techniques and classes that focused on new school fading techniques. Plus, after much anticipation, this year was the first Barber Competition hosted by PBA and powered by Andis Company, Clubman and SalonCentric. Providing a perfect outlet for barbers who have been attending the show for many years and attracting new barbers wanting to claim the title.

**Makeup:** The makeup industry is not only slaying social media but also Premiere Orlando! This year was noted as the brow takeover, proving the misconception that Premiere Orlando is just a "hair show." The Brow Diva herself, Kelley Baker, held an in-depth 4 hour workshop and continuously provided exhibit floor demos. Premiere also debuted classrooms dedicated to solely brows and lashes covering extensions, waxing, threading, tweezing and fill-in, providing all the education needed to achieve "eye brows on fleek!" Attendees came in as novices and left as experts! Makeup Competition anyone? Makeup artists came flocking to the show to enter Premiere's 1<sup>st</sup> annual makeup competitions which sold out with 32 competitors in 2 categories.

**Workshops:** Premiere is known for being the show with the most valuable education. As most of Premiere attendees know, if you don't update you become out of date. This year's workshops included certification in extensions, coloring, cutting, makeup and nails. All which were nearly sold out with over 45 different options.

**Exhibit Floor:** Being the largest beauty show in the nation with a 7.5 acre show floor and over 800 exhibiting companies, Premiere Orlando attendees took the saying shop until you drop, literally. Premiere has the largest amount of manufacturers exhibiting – more than any show in the beauty industry. These manufacturers cover all sectors of hair, nails, dayspa and business.

**Nails:** Long, short, rounded or squared, nails have always been the best accessory which is why nail techs come to Premiere to learn the latest techniques, trends and products. Now considered the mecca for nail techs, Premiere Orlando has the most amount of education and exhibitors for nail techs than any other beauty show. As you know Vietnamese nails techs account for a large portion of the industry. CND chose Premiere to forgo their mission in uniting both Traditional and Vietnamese Nail Techs to bridge the gap and unite the nail industry as one. CND educated and celebrated this mission at their annual nail tech event on Sunday. CND sold out classes forecasting seasonal trends and troubleshooting solutions. Young Nails had a strong exhibit floor presence which featured nail tech Greg Zalo who provided non-stop education. Tammy Taylor herself held a fab nail party on how to have fun and make money. As social media continues to engage clients and increase the demand for nail art, nail techs were hungry to step up their creative skills and address all their nail art desires. Social media sensation Mindy Hardy, Precious Jewel Nail Design's Amber Trawick and NSI's Darlene Tewitz, all had standing room only classes as they covered 101 to advanced nail art trends and techniques. Master educator Jamie Schrabec with Precision Nails, focused on waterless spa pedicures demonstrating how to work cleaner, greener and smarter than your competition. Most impressive among nail techs is their want to further their education in geriatric clients, which North American School of Podology's room at full capacity.

**Premiere Dayspa:** Has anyone ever said no to feeling or looking better? The answer is no, which is why Premiere DAYSPA, along with the spa industry continues to grow every year. Premiere DAYSPA provides the best education in spa, esthetics, anti-aging, wellness, medesthetics and massage therapy. As the men's market continues to expand companies like Edgar Renee Aesthetic Education & Consulting Group addressed this market teaching professionals how to take advantage of this demand providing customized services for men including facials, body treatments and massage. Cancer is a serious subject and professionals want to know how they can help, Melanoma Foundation of New England taught a class on how to screen for skin cancer during your normal services and Oncology Spa Solutions provided in-depth education reviewing the special needs of the clients undergoing cancer and treatments.

**Beautiful Experiences:** The stars of Premiere Orlando have not only been the educational headliners but the attendees who continue to attend year after year. Premiere has once again partnered with industry leaders and provided attendees exclusive, intimate opportunities to meet, learn and mentor from industry leaders they look up to most. This year's experiences included an adventure with Robert Cromeans, besties with Candy Shaw, partying with Sam Villa, the ultimate hangout with Jan Arnold, getting glamorous with Anna Cantu, slaying brows with Kelley Baker and #InstaBeauty with Larisa Love.

**Save the Date:** If you missed the most important show, sorry about it, but you better be there next year! Premiere Orlando co-locating with free admission into Premiere DAYSPA, will be held June 3, 4 & 5, 2017. Education Days: June 3, 4, & 5. Exhibit Floor Open: June 4 & 5.

[Premiere Orlando 2016 Official Photos](#)