



ON HAIR SHOW & EXHIBITION

25 - 26 NOVEMBRE 2018

BOLOGNA FIERE

SPECIAL EVENT



è un evento di  Bologna Fiere

in collaborazione con  COSMETICA ITALIA
associazione nazionale imprese cosmetiche

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HUGE TURNOUT AT THE 2018 ON HAIR SHOW & EXHIBITION

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The third edition of **On Hair Show & Exhibition**, held in Bologna on 25 and 26 November, recorded a **5% increase in participants**.

For two days, hair sector professionals – hairstylists, salon owners and workers and distributors – had the opportunity to discover the most innovative product offerings from **over 100 brands taking part** in the event, including many national and international market leaders.

There was also a huge turnout at the On Hair Theatre: between Sunday 25 and Monday 26 November 30 shows were staged featuring the teams and talents most admired by professionals from the sector. **Rudy Mostarda for Extrema Hair, Team GA Moda Italia, Alfaparf Milano, Mauro Galzignato for Kemon, Elchim & Medavita Artistic Team, Hair Company Professional, Gli Araldica for Farmagan, Schwarzkopf Professional, Anteo Geminiani for Farmaca, Federico Fashion Style, Attilio Artistic Team, Spaghetti's, Philo Parrucchieri for Farmaca International, Shot & Gea Academy, I Rastelli Team, Matteo Susini for Loft Parrucchieri using Farmaca International, Ilaria Marca for Dei-Mar Accademia, Fashion Mix & Xenon Group, Daniele Serretti Gruppo, Artestile for Farmaca International.**

New for this edition was **On Hair Educational**, offering training and refresher sessions. Speakers included **Romano Brida for Bullfrog, Igor Rago for GHD Italia, Luca Picchio & Nashi Concept Store, Jerry Rais, Paul Gehring, Davide Pretto for Garage Raw and Michele Rinaldi e le piante tintorie.**

"On Hair Show & Exhibition, a Cosmoprof platform format, proved yet again this year that it's a unique event for hair sector professionals," said **Enrico Zannini, BolognaFiere Cosmoprof General Manager**. "Here in Bologna we presented a panorama of colours, equipment and top quality haircare products. With the help of some of the most famous hairstylists who showcase their talents all over the world, we succeeded in giving visiting salon owners and stylists the message that the profession must be fuelled with new ideas, passion, curiosity and training, distinguishing features of all the events in the Cosmoprof platform."

ITALIAN HAIRDRESSER AWARD 2018

The **Italian Hairdresser Award**, the contest hosted by **On Hair Show & Exhibition**, celebrated the best Italian hairstylists. The contest was supported by the press and by the technical jury of experts from the sector and, new for this edition, an artistic jury of prominent figures from the worlds of fashion, show business and music, who judged not only the finalists' practical skills but also the emotional impact of the creations on the catwalk. The jury members were: **Simone Belli**, make-up artist, **Leopoldo Cavalli**, creator of the Visionnaire brand and owner of Fonoprint, **Tiziana Libardo**, head of the hair and make-up department at La Scala, **Luciana Oliveto**, professional trainer, **Gian Andrea Positano**, manager of Cosmetica Italia's Centro Studi e Cultura d'Impresa (Centre for Studies and Corporate Culture) and **Angelo Tabarroni**, style consultant.

There were seven prize categories. *Best Hairdresser of the Year 2018* was won by **Mauro Galzignato**. The *Best Collection* prize was awarded to **Gianluca Grechi**, and **Vincenzo Ragusa** was the winner in the *Best Colour* category. *Best Man Style* was won by **Giovanni Napolitano**, *Best Cut 2018* by **Thomas Dughiero**, and the *Avant-Garde* prize went to **Diego Comandulli**. **Lorenzo Rilli** won the prize for the most promising young talent in the *Best Young* category, awarded in partnership with the Camera Italiana dell'Acconciatura (Italian Chamber of Hairdressing). And finally **Stefano Guindani**, one of the most sought-after photographers for fashion magazines, selected the most exciting look for the *Best Look* prize. The winner was **Gianluca Caruso**, for hairstyles with the greatest dramatic effect, worthy of the cover of a cult international magazine.

The event's main sponsor was WAHL ITALIA, which supplied the materials used backstage and the MOSER branded winners' prizes, along with the Matsuzaki scissors kindly donated by POKER.

For more information, visit: <http://onhairshow.com/>