

Premiere Birmingham Southeastern Beauty Event

Birmingham, Birmingham Jefferson Convention Center: On October 21 & 22, Premiere Birmingham presented three beauty industry leaders: Nick Arrojo, Michael O'Rourke, and Sam Villa. Students and beauty professionals took advantage of the extensive offerings of tools, training and quality education which fostered positive growth and success for the future of the industry. With 457 booths on the exhibit floor, attendees experienced entertaining and educational demonstrations on new and exciting products. If you didn't make it to the show, here are some of the highlights of what you missed:

Main Stage: The latest Fall Trends were showcased on Premiere Birmingham's Main Stage. With appearances and instruction from industry icons, the opportunity to learn from them was well received. This year's lineup included: Arrojo: Nick Arrojo; Sexy Hair: Rafe Hardy, Jimmy Melton, and Christian Rivet; Pravana: Vadre Grigsby and Joseph Bogart, and Alan Papaleo; Patric Bradley / P. Element: Patric Bradley; Farouk Systems Group: Joe Anthony Pena and Rocky McCormic; Rock Your Hair: Michael O'Rourke; Andis Clipper Company: Elijah Mack and Rodrick Samuels.

This year, Premiere Birmingham offered attendees the opportunity to work one on one with industry professionals via a FACEBOOK contest. Cut and color expert, **Patric Bradley**, offered an attendee a chance to be his assistant on Main Stage and part of his team the whole weekend of the show.

Attendees took advantage of the ever expanding offerings of high quality education in hair, nails, skincare and business. Focused education in global texture, barbershop, esthetics, and even extension/ weaves made Premiere Birmingham the event where artistry and education are truly at their best. This year's Southeastern Beauty Event featured educators such as TIGI, Chuck Caple, Rusk, Wahl Professional, KARG Inc. New York, Hotheads Hair Extensions, Saint Charles International, OPI, CND, Precision Nails, Bioelements and Satin Smooth among many more. Hands on Workshops were offered by Next Level Concepts, Short2long Hair Extensions, James Wealthy Systems, and The Makeup Institute.

More information concerning Premiere Beauty Classic can be found at www.premierebirminghamshow.biz, on Facebook and Twitter.

Mark your calendars for Premiere Birmingham 2013 on October 20 & 21 at the Birmingham Jefferson Convention Center. For more information please contact Premiere Show Group at 800-335-7469 or visit www.premierebirminghamshow.biz.