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**Premiere Birmingham Southeastern Beauty Event**

**Birmingham Jefferson Convention Center:** On October 20 & 21, Premiere Birmingham welcomed students and beauty professionals who took advantage of the extensive offerings of tools, training and quality education fostering positive growth and success for the future of the industry. With 464 booths on the exhibit floor, attendees experienced entertaining and educational demonstrations on new and exciting products. If you did not make it to the show, here are some of the highlights:

**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: MATRIX: Chrystofer Benson and Daniel Roldan; Sexy Hair: Rafe Hardy; Surface: Wayne Grund; Rock Your Hair: Michael O'Rourke, Danny Moa, Evette Davis and Wayne Tuggle; Andis Company: Rodrick Samuels; Patric Bradley / P Element Products: Patric Bradley; Farouk Systems: Joe Anthony Pena and George Cooper. This incredible lineup left attendees inspired and ready to unleash their own creativity.

**Education:** Professionals and students took advantage of the ever expanding offerings of high quality education in hair, nails, skincare and business. Companies like Andis Company, Iconic Barber, Major League Barber and WAHL proved that barbershop/men's hair is a growing area of education as many professionals are seeking to keep a lucrative men's base clientele. Extensions and weaves presence continues to expand as many brands like Halo Couture, Cinderella Hair, Tomeka's Beauty and DreamCatchers continue to provide professionals additional options for their clients. Rock Your Hair with Micheal O'Rourke and Patric Bradley / P Element Products classes were at standing room only. Hands on Workshops were offered by Fi Hair, Donna Bella Hair Extensions, Short2long Hair Extensions, Hiroshi Beverly Hills and Winston Bennett. In addition to proving a diverse selection of education, attendees from Georgia and Mississippi received continuing education hours by attending the show. Premiere Birmingham is the event where artistry and education are truly at their best.

**Exhibit Floor:** The Premiere Birmingham Show Program included exclusive savings to over 24 participating companies, who offer free products, early bird specials and additional discounts on already marked down products. The exhibit floor was buzzing with companies like RUSK, Farouk Systems, Rock Your Hair, Amika, OPI, MATRIX, Redken, Sam Villa, LeChat Nail Care prodcuts, Surface and Shaoé Haircare among many more.

**Social Highlights:** Premiere Birmingham's Pirate Party was taken to new heights, as attendees and exhibitors exceeded all past fundraising goals, which 100% of the proceeds were donated to the National Breast Cancer Foundation. This year also offered attendees the VIP experience via a Facebook contest, the winners received an exclusive opportunity to experience the show as a star. Premiere Birmingham also held its annual all expense paid trip to Premiere Orlando, and the lucky winner was announced on Premiere Birmingham's Facebook page.

Mark your calendars for Premiere Birmingham 2014 on October 19 & 20 at the Birmingham Jefferson Convention Center. For more information please contact Premiere Show Group at 800-335-7469 or visit [www.premierebirminghamshow.biz](http://www.premierebirminghamshow.biz).