

## Premiere Birmingham Southeastern Beauty Event

On October 19 – 20, 2014, the top names in the beauty industry gathered for the Southeastern Beauty Event. Premiere Birmingham supercharged the beauty industry with the best of artistry and education by providing professionals with the best in products, techniques and trends. Over 10,000 professionals experienced the unparalleled thrill of face-to-face education in hair, nails, dayspa and business. Premiere Birmingham is important for professionals and students' careers as they were able to connect, learn and network through the power of education.

**Main Stage:** Premiere Birmingham's Main Stage represented the top educators in the beauty industry. This year's presentations were action packed showcasing the trends for the upcoming season which featured education from; ARROJO: Nick Arrojo; RUSK: RUSK Creative Team; Andis Company: Rodrick Samuels; Farouk Systems: Joe Anthony Pena Bradley Tuggle and Shawnee Heltsley; BaBylissPRO: BaBylissPRO Team; KARG Inc. New York: Mike Karg; and the updo guru Martin Parsons. This incredible line-up will attendees inspired and ready to unleash their own creativity.

**Focused Education:** Professionals were kept up-to-date with over 120 class selections presented by industry leaders who demonstrated the latest trends and techniques. This included focused education in barbershop, esthetics, extensions/weaves and global texture. Growing substantially from last year, global texture classes taught stylist to work with multi-textured hair to keep a growing client base. Education featured phenomenal companies such as: Patric Bradley; Chuck Caple; Fuller Hair Care: Lisa Fuller; Next Level Concepts by Denise Michelle; and Antonio Tarrell. Professionals supercharged their careers through education.

**Workshops:** For the in-depth hands-on experience attendees registered for workshops covering, color, makeup, eyelashes, cutting, extensions and even updos. Workshops held by Martin Parsons, Donna Bella Hair Extensions and Évelash Eyelash Extensions were at capacity as professionals learned the techniques to implement new services in their salons.

**Nails Education:** Nail technicians rejoiced in the abundance of education covering nail art, techniques, sanitation and electric nail filing. CND, OPI, Nancy King and Backscratchers Salon Systems, Inc. were some of the companies who brought the best in artistry and education.

**NEW This Year - Beautiful Moments:** Premiere launched Beautiful Moments, which supported exhibitors and treated attendees. 45 lucky winners received exclusive experiences ranging from a private class with Martin Parsons to an intimate trend and technique classes with Andrew Carruthers from Sam Villa®. Companies also included amazing gift bags including Farouk Systems CHI styling irons and products and new clippers from Andis Company, which made these Beautiful Moments even more amazing.

### Premiere Birmingham 2014 Show Photos

Stay connected with Premiere Birmingham and learn about the latest information, giveaways and exclusive deals on our [Facebook](#) and [Twitter](#).

SAVE THE DATE: Premiere Birmingham 2015 on October 25 & 26 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).