

### **Premiere Birmingham – New & Exciting Educational Lineup**

Refocus and keep up-to-date with real trends, techniques and products that add value to your career at Premiere Birmingham. This year's new and exciting educational lineup will guide professionals and students to achieve a higher standard of beauty skills. Premiere Birmingham will be held this October 25-26, at the Birmingham–Jefferson Convention Complex in Birmingham, Alabama. With a show pass to Premiere Birmingham, professionals have access to over 130 complimentary classes, Main Stage and the exhibit floor. Showcasing premium education in: hair, nails, dayspa and business. Premiere Birmingham is important for professionals and students' careers, where they can connect, learn and network.

**Main Stage:** Premiering the latest trends and techniques, stylists will learn from the top beauty industry leaders. Sam Villa and Andrew Carruthers will be sharing VALUE, creating today's looks, by thinking, saying and doing differently. Kris Sorbie will paint the trends of color and share techniques and formulas to increase stylist's bottom line and make their clients shine. The 'Updo Guru,' Martin Parsons, will present styles that represent not only classic updos, but incorporate techniques that speak to the modern clientele. Additional headliner presentations include; Rock Your Hair: Michael O'Rourke and Creative Team; Keune: Roy Peters; JKS International: John Kaytaz; KARG: Mike Karg; BaBylissPRO Creative Team and Rusk Creative Team. This incredible lineup will leave attendees inspired and ready to unleash their own creativity.

**Global Texture:** Stylists need to be well versed in all types of hair. Premiere Birmingham provides the opportunity for stylists to learn practices to work with a variety type of hair, opening up the doors to new clients. This year, classes cover color, cutting, smoothing and styling with leaders in textured hair like Patric Bradley, Chuck Caple and Naitcole Michele.

**Workshops:** Work hands-on and become certified at Premiere Birmingham. From learning to do wedding updo styles from Martin Parsons, being certified from Evalash Eyelash Extensions, to becoming a hair extensions expert from Donna Bella Hair. These workshops provide professionals the tools to take ownership of their careers and grow as professionals.

**Nails Education:** With more educational classes than 2014, Nail Techs can truly discover all the trends and techniques in the industry. They can learn the latest in nail art, techniques, pricing, gel, sanitation and electric nail filing. Plus, CND is showcasing seasonal trend classes covering their coveted Shellac and VINYLUX polishes.

**Beautiful Moments:** Premiere is bringing back Beautiful Moments. Several lucky winners will be able to live out priceless moments with our top educators like Sam Villa and Martin Parsons, becoming true VIPs.

**Get Social:** Stay connected by engaging with #PremiereBirmingham. Learn about the latest information, giveaways, and exclusives. Add Premiere on [Facebook](#) and [Twitter](#).

Mark your calendars for Premiere Birmingham 2015 on October 25 & 26 in Birmingham, Alabama. For more information, contact Premiere Show Group at 800-335-7469 or visit [www.premierebirminghamshow.biz](http://www.premierebirminghamshow.biz)