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premiereBIRMINGHAM

The Southeastern Beauty Event

October 20-21, 2019

the Education
You Need
to Succeed™

FCB Hair by 2019 NAHA Winner Dilek Onur Taylor

Your Community. Your Event.

Premiere Birmingham, October 20-21, 2019

Birmingham, AL, August 9, 2019 – Continuing to bring you an endless WOW factor, Premiere Birmingham will be back in Birmingham, Alabama October 20-21, 2019! This year is packed with a new and exciting educational lineup that will guide professionals and students to further develop their beauty skills. Even better, it's all FREE with the purchase of a show pass! Take advantage of the 200+ educational classes offered by some of the best in the business and explore the 400+ booth exhibit floor to inspire you to be the best version of you!

MAIN STAGE

Striving to provide their attendees with excellent education, Premiere Birmingham's Main Stage delivers. Bringing you some of the beauty industry's biggest names, witness and welcome new educators like: **Larisa Love** (Larisa Love Salon), **Justin Isaac** and **Brayden Pelletier** (The Redken Exchange), **Sam Daly** and **Candace Kerper** (Pulp Riot), and **Patric Bradley** (P Element). Attendees will also have the chance to welcome back to Main Stage this year: **Gino Maggio**, **Van Campbell** and **Frank Soto** (Barberology), **Leen & Bertus** (Reuzel) and **Matty Conrad** (Victory Barber & Brand).

THE EDUCATION YOU NEED TO SUCCEED

There's plenty to discover at Premiere Birmingham with two days full of classes and hands-on workshops on popular industry trends in hair, men's grooming, nails, skincare and business. With hundreds of complimentary classes to choose from, show attendees can learn from inspirational educators such as: **Alfredo Lewis**, **Najah Aziz**, **The Tuggle Brothers**, **Tony Ly**, **Stefani Carol** and many more!

#SHESMYBARBER

Men's grooming and barbering has long been a male-dominated industry. It's 2019 and time to break the stereotype! Join Join Master Barber & Educator **Brandi Lashay** (JRL USA) and **Vice Cutter** (Dave Diggs Barber Academy) as they continue to encourage and inspire both women and men with their barbershop skills. Learn how to become less intimidated by clipper cutting, modified design placements and more! Don't miss the opportunity to master barbering with these fierce female-barbers!

EXHIBIT FLOOR

The classroom isn't the only place to further your education at Premiere Birmingham! Be sure to explore the expansive exhibit floor, with more than 400 booths to watch live demos, pop-up education and shop from. Connect with some of your favorite brands such as: **Redken**, **Matrix**, **Light Elegance**, **Crown Brush** plus many more!

For a full lineup of all the amazing education Premiere Birmingham has to offer as well as a complete exhibitor list visit premierebirminghamshow.biz.

BRAND NEW COMPETITIONS

Are you a master in your salon? Do you have what it takes? Take the opportunity to showcase your work on stage in front of thousands of attendees for a chance to win CASH prizes in the following categories; **Women's Hair**: Short Hair Challenge, **Men's Grooming**: Classic Cut, **Student Team**: The Fairytale.

REGISTER TODAY!

Premiere Birmingham show passes are available online at premierebirminghamshow.biz, by calling 800-335-7469 or through an authorized ticket retailer. A show pass includes access to the amazing exhibit floor and more than 200 educational classes, including Main Stage presentations. Also, through premierebirminghamshow.biz attendees can access exclusive discounted hotel rates through OnPeak as well as discounted travel rates through Southwest and Delta Air Lines.

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Contact Information for this Release:
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