

Beat: Business

## **SALON INTERNATIONAL 2015 - THE ULTIMATE EVENT FOR HAIRDRESSING PROFESSIONALS**

**10-12 OCTOBER AT EXCEL IN LONDON**

PARIS - LONDON - NEW YORK, 08.10.2015, 15:55 Time

**USPA NEWS** - Salon International is the ultimate event for hairdressing professionals. It will be held from October 10 to October 12, 2015. This three day event combines a bustling exhibition hall full of professional brands, products and services...

Salon International is the ultimate event for hairdressing professionals. It will be held from October 10 to October 12, 2015. This three day event combines a bustling exhibition hall full of professional brands, products and services. Plus free live stages, on-stand demonstrations and the opportunity to try, compare and buy, it's a one-stop-shop for anybody and everybody that's serious about hairdressing.

Salon International is the premier event in the hairdressing calendar and the place for the hair industry to meet, network, trial products and services, buy, learn and seek inspiration. Salon International delivers an audience of relevant hair professionals from across the globe.

The Key Visitors are salon owners, salon managers, stylists, colour technicians, lecturers and students.

Key Facts are :

- Over 36,000 visitors
- 89% of visitors have purchasing responsibility
- 21% of visitors were from outside the UK.
- 52% of visitors spend over £10k per annum

Shows at Salon International :

- Salon Live

Take your place in the Salon Live theatre, located in the Capital Suite at ExCeL, London, and witness some of the world's best creative hairdressers at work.

- Salon Seminars

Observe some of the best creative work, up close in an intimate environment. With detailed presentations of their styles for the coming season, along with ideas, insights and inspirations.

**Article online:**

<https://www.uspa24.com/bericht-5678/salon-international-2015-the-ultimate-event-for-hairdressing-professionals.html>

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Official Federal Reg. No. 7442619