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premiereBIRMINGHAM

The Southeastern Beauty Event

October 20-21, 2019

the Education
You Need
to Succeed™

FEA Hair by 2019 NAHA Winner Dilek Onur Taylor

Premiere Birmingham Finished 2019 with High-Energy & Passion! Premiere Birmingham, October 20-21, 2019

Birmingham, AL, November 1, 2019 – There's no denying the eager excitement after attending a Premiere show! Wrapping up the Premiere show circuit, Premiere Birmingham left 10,000 beauty professionals with the magical feeling of being able to conquer their career goals at the Birmingham-Jefferson Convention Complex, October 20-21, 2019 during the action packed 2-day event.

A BEAUTY INDUSTRY MUST SEE

High-energy and passion struck Main Stage at Premiere Birmingham! The powerhouse education that was presented this year truly brought inspiration and the latest techniques to invigorate attendees. The best part of these presentations – it was all FREE with a show pass! Attendees packed the audience to learn from some of the beauty industry's biggest names like **Larisa Love** (Larisa Love Salon), who shared her unwavering passion and story on why you should never give up, leaving everyone a little emotional. **Justin Isaac** and **Brayden Pelletier** (The Redken Exchange), rocked the Main Stage as they showcased their tips on how to move clients to new levels. **Sam Daly** and **Candace Kerper** (Pulp Riot), challenged the audience to explore their creativity and be bold with color. Attendees swarmed to welcome back the Scumbag Barbers themselves, **Leen & Bertus** (Reuzel) for an energetic presentation on pompadours and flattops. New to the Premiere Birmingham Main Stage, **Brett Kelly** and **Mari de Monte** (Victory Barber & Brand) delighted the audience with their no-nonsense approach to mastering men's grooming. **Patric Bradley** (P Element) shared with the crowd how to take blondes, tones, and creativity to the next level. **Gino Maggio**, **Van Campbell** and **Frank Soto** (Barberology) shared their expertise on the latest techniques in fading, tapering, designs and more!

THE EDUCATION YOU NEED TO SUCCEED

Main Stage isn't the only education 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. Premiere Birmingham offered more than 200 complimentary classes to choose from,

show attendees of all license types found inspiration from educators such as: **Alfredo Lewis**, **Najah Aziz**, **The Tuggle Brothers**, **Tony Ly**, **Stefani Carol** and many more!

EXHIBIT FLOOR

Let's not forget the impressive two-story exhibit floor packed with over 400 booths to shop from! Cosmetologists were able to get their hands on the latest products from brands like **Redken**, **Matrix**, and **Sam Villa**. Barbers shopped the best clippers and styling products, while immersing in live demos by brands like **Reuzel**, **Barberology**, and **American Crew**. Nail technicians loved shopping booths like **Light Elegance**, **EMCHI Nail Products LLC**, and **Designed by Tony Ly**. Estheticians shopped crowd favorites like **Satin Smooth**, **GiGi**, and **Merrylaz Aesthetics USA**. Makeup-artists waited in packed lines to shop the best from **Morphe**, **Crowne Brush**, **Ardell** and more!

COMPETITORS SHOWCASED THEIR SKILLS ON STAGE

The competitions at Premiere Birmingham this year allowed the opportunity for artists both professional and students, to step onto the stage and test their artistry. Judged by some of the best educators in the industry, and joined by hundreds of their fellow industry professionals, these cosmetologists, barbers, and makeup artists competed for cash prizes and well-deserved recognition.

WE CAN'T WAIT FOR 2020 PREMIERE SHOWS...

The energy and passion demonstrated at Premiere shows is certainly rare - taking the worlds of professional beauty, and providing an environment filled with education, support and enthusiasm, Premiere Birmingham is THE event

Contact Information for this Release:
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#PremiereBirmingham

for beauty professionals. No need to worry, you do not have to wait until October 11-12, 2020 for another Premiere event, join Premiere at one of their other annual shows! For future Premiere shows visit: <http://www.premiereshows.com/future-show-dates.html>

- Premiere Orlando** | May 30 – June 1, 2020
- Premiere Philadelphia** | September 13 – 14, 2020
- Premiere Birmingham** | October 11 – 12, 2020
- Premiere Columbus** | October 25 – 26, 2020

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