



London (UK) 1st June 2017

The Business Design Centre in Islington once again played host to **Afro Hair & Beauty LIVE**, the most important black hair, beauty, and lifestyle consumer show in Europe. Afro Hair & Beauty LIVE welcomed over 10,600 visitors. Confirming its status as the largest exhibition for men and women of colour. The 36th edition was better than ever, over 100 British and international brands showcased their businesses.

The natural movement dominates the afro hair and beauty business, with over 60% choosing to take their styling needs into their own hands (*Verdore UK, 2017*). Consumer demand for an information and supporting service has never been greater. Event Organiser **Verna Mackenzie** says *"I was pleased to see so many people embracing their natural selves and enjoying the wealth of information provided by the multitude of exhibitors! Afro Man featuring Luster's S-Curl Barber Shop provided our male visitors with free haircuts with their purchases. Our new lifestyle area was also popular; it added an informative and interactive health focused to the show."*

Exhibitors at Afro Hair & Beauty LIVE were equally positive, making the following remarks. **Beauty of London** said *"It was absolutely amazing! The feedback from the customers was mind blowing. Customers looking for products to represent their heritage, found us at this great event"*. **Jus Dazzle** said *"It was a wonderful experience! I enjoyed meeting our customers. R Beaute Pop Up Wig Boutique said we were inundated with requests to style wigs. For the trend-spotters burgundy, curly real hair units were the most popular"*.

Exhibitors were a mix of, home-grown British brands and retailers like **XSandys Hair & Beauty, Kushty Cosmetics, All Shades Covered, Pure Goodness, Aviela, Flora & Curl, Mane Love, Ziuzo, Peach & Pearls** and international brands like **Iman, Avlon, Lusters, Cantu, Design Essentials, Palmers UK, Tangle Teezer, Creme of Nature, Muxima, OTT, Camille Rose Naturals, Twisted Sista and Mielle Organics** has been a rewarding experience for all involved.

This year's stage highlights include the first **Black Beauty & Hair Magazine #afrohairshowcomp** Instagram based competition. Congratulations to winner **Aycan Kemal** of **New York Hair Design**, selected by an esteemed judging panel led by Irene Shelley, Editor in Chief of Black Beauty & Hair Magazine, award winning hair stylists Lathaniel Chambers Creative Director of Lathaniels Couture, Natasha John Lewis of My Hair Bar and Atika Laaouad Khachouch of Nadur Estilistas. Irene Shelley says *"We realised stylists are using Instagram more and more to promote their services, so it was great to launch the competition and for the audience to see how they would present a live model on the stage. We saw some amazing work from the stylist, which proves that you've got to be able to do it in real life as well as on Instagram. "*

1st place winner Aycan says, *"I love competition work and was thrilled to be picked as a finalist by*

*the public and then the overall winner by respected industry professionals! 6 months ago my kids nudged me to sort out my Instagram profile! and today I won **#afrohairshowcomp 2017** I'm very pleased. For established and new stylists, Afro Hair & Beauty LIVE and Instagram are an amazing tool for showcasing your work to a global audience.*

Congratulations to the winners of this year's **Luster S-Curl Battle of the Barber** and our brand new competition, **Battle of the Beards**. The competition was fierce but these guys snipped their way to the top! **Battle of the Barbers winners**, 1st place **James Bradbury** (JSB Barbering). 2nd place **Ryan Cadogan** (My Hair Bar), 3rd place **Kurvin Spence** (Top Kuttz).

Battle of the Beard winners are 1st place **NY Dru** (NY School of Barbering), 2nd place **Jesus The Barber** (My Hair Bar) and 3rd place **James Bradbury** of (JSB Barbering).

We'll be back next year and we're looking forward to once again hosting Europe's most important hair and beauty consumer show for people of colour".

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