

BOLOGNA, ITALY
FAIR DISTRICT

COSMOPROF
WORLDWIDE BOLOGNA

21 - 23 MARCH 2024

COSMOPACK

COSMO PERFUMERY &
COSMETICS

21 - 24 MARCH 2024

COSMO HAIR & NAIL &
BEAUTY SALON

**ON HAIR SHOWS ARE BACK
AT COSMOPROF
WORLDWIDE BOLOGNA
2024 WITH A NEW ONE DAY
EVENT FORMAT**

***On Sunday, March 24, the
most renown international
hair stylists will present
astonishing performances
and their trendiest looks.***

November 6, 2023 – The **ON HAIR** shows dedicated to hairdressers and professionals in the hair sector are back at Cosmoprof Worldwide Bologna 2024 with a new format, **ONE DAY EVENT**.

On **Sunday, March 24**, On Hair will present breathtaking shows with the most recognized hairstylists worldwide sharing their talent, creativity, and new suggestions. The single-day format of ON HAIR will allow hair stakeholders attending Cosmoprof in Bologna to better organize their visit and dedicate more attention to the commercial relationship with exhibiting companies on Thursday (March 21), Friday (March 22), and Saturday (March 23). Moreover, they will have the opportunity to meet supply chain stakeholders and retailers attending *Cosmopack* and *Cosmo Perfumery & Cosmetics* to enrich their marketing and commercial strategies with a multi-channel approach.

THE PROGRAM

In its 14th edition, ON HAIR is the reference appointment for hairdressers and salon professionals. The trendiest looks will be unveiled on stage, expressing consumers' tastes and new habits. ON HAIR will be a spectacular event and, simultaneously, an occasion for high-level training with innovative techniques and new hair trends.

Not-to-be-missed, **Ap-Hair-Itivo**, the *aperitivo* dedicated to the hair sector and organized by Cosmoprof, to facilitate networking in a relaxed and highly glamorous environment. The event will take place on Sunday, March 24, from 6:00 PM, at the **Ex Galleria d'Arte Moderna in Bologna**, enhanced by a meticulous renovation. The event will host more than 1,000 guests, among whom hairstylists, hair industry entrepreneurs, and trade journalists.

HAIR RING SELECTED

Cosmoprof Worldwide Bologna and Camera Italiana dell'Acconciatura proudly support and empower young talents to follow their dreams and express their full creativity, values, and knowledge. **HAIR RING SELECTED** will give the possibility to create a strong synergy with the fashion world.


The project will involve the Italian associations CN and CONFARTIGIANATO, hairstyling schools, and NEXT FASHION SCHOOL, the famous fashion school in Bologna. Hair talents and fashion students will explain their projects through a visual presentation and videos. From the first conception to the final realization, engaging storytelling will focus on the firm and permanent relationship between fashion and hairstyling. The initiative will take place on Sunday, March 24, at the Cosmoprof Italia Lounge.


For further updates, visit www.cosmoprof.com and complete your registration to receive all the latest news.

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