

IBS international beauty show NEW YORK MARCH 10-12, 2019

IBS New York Brings the Hottest Beauty Trends to the City that Never Sleeps

New York, NY – March 19, 2019 – Questex’s IBS New York returned to the Jacob Javits Convention Center March 10-12, 2019 and blew away everyone in attendance with top-notch education, innovative products and tools and electrifying new industry trends!

Over the three days, more than 500 beauty brands transformed the convention center into a beauty mecca. Amika, Elegance Gel, Takara Belmont, BabylissPro, Andis, Novalash, Truss, Turbo Power, Olaplex and many others lined the show floor with elaborately decorated booths capturing the magnificence and sexiness of the beauty industry. The show drew more than 65,000 attendees from across the globe who were thrilled to share space with some of the hottest artists and educators in beauty.

“We’ve had great shows at IBS New York throughout the years, however, in 2019, our sales skyrocketed! IBS New York has given us a platform to connect with global buyers and boost our bottom line,” exclaimed Amanda Haines, Tradeshow Manager for Morphe.

As the longest-running beauty show in the nation, IBS New York has been at the forefront of groundbreaking beauty trends for the last 102 years. This year, men’s grooming and barbering took center-stage in the first ever Barbershop pavilion. Top barbering companies including; Takara Belmont, Reuzel, Gentleman’s Republic, Babyliss Barberology, Proraso, among others, made their debut at the show. The Barbershop Stage, hosted by Jay Majors of the CT barber expo, featured education by some of the hottest men’s groomers in the industry, including Sofie Pok and Carlos Estrella, Julius Cvesar and Leen and Bertus. In addition, four barbering competitions also took place on the Stage, featuring barbers from across the country who battled their incredible techniques for honor of the first-place winner.

The legendary Main Stage hosted some incredible first-timers this year as well. Ursula Stephen, a celebrity stylist who has created many of Rihanna’s looks, made her debut at the show and left spectators in awe. In addition, the Leading Ladies shared their personal and business advice on how to make it in beauty. Comprised of industry-greats, Tracey Hughes, Kris Sorbie, Ruthe Roche, Najah Aziz and Candy Shaw, the panel gave a packed audience invaluable insight into their journeys and how they became successful in the industry.

Nick Arrojo, founder of Arrojo and one of the eminent IBS New York Main Stage performers, said *“Through education and in-booth demonstrations at IBS New York, Arrojo has sustained incredible brand-awareness in the beauty-professional community. IBS New York provides us with a great platform to reach beauty professionals and allows our brand to continue growing and expanding.”*

As always, hundreds of coloring, cutting, makeup, nail and business classes were available at IBS New York, providing attendees with the opportunity to learn first-hand from industry pinoneers. Classes taught by celebrity stylists including Eve Pearl, Marco Pelusi, and Candy Shaw gave attendees insight into the latest trends and techniques to build their clientele and businesses.

International Esthetics, Cosmetics & Spa Conference

IBS New York attendees also had the opportunity to explore the IECSC exhibit hall that had more than 300 leading spa, skincare and wellness companies. Upcoming spa events include IECSC Florida, which takes place October 6-7, 2019 in Ft. Lauderdale, IECSC New York, which takes place March 8-10, 2020 at Jacob Javits Convention Center and IECSC Chicago at McCormick Place on April 18-20, 2020. IECSC Las Vegas in 2020 takes place June 27-29.

Future IBS Events

International Beauty Show New York (IBS New York) will take place March 8-10, 2020 at the Jacob Javits Convention Center, New York. www.IBSnewyork.com. International Beauty Show Las Vegas (IBS Las Vegas) will take place June 27-29, 2020 at the Las Vegas Convention Center, Las Vegas. www.IBSlasvegas.com.

About the International Beauty Group

Produced by Questex and presented by *American Salon*, IBS New York is the longest-running beauty event in the industry. IBS New York, the International Esthetics, Cosmetics & Spa Conferences and IBS Las Vegas are for professionals only and reach a wide cross-section of participants including salon and spa owners and managers, hair stylists, hair colorists, estheticians, makeup artists, nail technicians, dermatologists, massage therapists, beauty and spa product manufacturers and distributors.

About Questex

At Questex, we are passionate about driving business outcomes. We connect buyers and sellers and help both achieve their goals. We are online, on devices and live with experiential engagements. We understand the buyer's behavior and evolving needs and connect them with the seller through continual touchpoints. From discovery through purchase and purchase through advocacy, we supply unmatched access, insight, engagement and turnkey solutions all in one place.

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