

IBSnewyork

INTERNATIONAL BEAUTY SHOW

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INTERNATIONAL BEAUTY SHOW NEW YORK DRAWS CROWD WITH EXCITING NEW ADDITIONS

Two new performance stages, social media education, and networking opportunities attract thousands

NEW YORK, NY – March 16, 2018 — The International Beauty Show New York (IBS New York), took place March 4-6, 2018 at the Jacob K. Javits Center. Celebrating 101 years of continued success, IBS New York is the longest-running beauty show in the nation. Each year, thousands of beauty professionals from across the globe unite at IBS New York to seek out the latest beauty trends and innovations. This year was no exception, as the event drew a whopping 66,500 attendees over the course of the 3-day event.

More than 500 leading beauty brands packed the lively show floor, including: Amika, Andis, Conair, Framar, Glam Seamless, Halocouture, Olaplex, Rusk, Ted Gibson, Truss, and Turbo Power, among many others. As always, the show floor was teeming with cutting-edge products and tools, inspiring in-booth education and world-renowned platform artists. Delighted attendees took advantage of professionals-only pricing and exclusive show specials, eager to implement new trends, methods, and product lines into their salons.

“IBS New York was a great opportunity for Warren Tricomi to interact with up-and-coming talent in the industry. Exhibiting at the event allowed us to connect with salons all over the world and introduce them to the Warren Tricomi brand. Edward (Industry Icon, Edward Tricomi) enjoyed educating at IBS and was able to promote the Warren Tricomi Academy to many stylists,” said Masami Lieberman, Director of Global Brand Development for Warren Tricomi.

Many other exhibitors shared Lieberman’s sentiment, as the 2018 event proved to be another successful year of exceptional product sales and quality attendance.

“We had a fantastic show. Our sales were excellent and surpassed years prior. Exhibiting at IBS New York provided us with valuable brand exposure and an opportunity to connect directly with our end users,” shared Anne Maza, VP of Marketing & Sales for Olivia Garden.

This year, IBS New York debuted two new stages: The Mane Attraction stage which featured the latest in hair artistry and craftsmanship and The Finishing Touch Stage which showcased makeup, lash, and nail enhancements and catered to IBS New York’s growing audience of cosmetologists and lash technicians. Artists on The Mane Attraction stage included industry superstars, Ted Gibson, Charlie Price, Martin Parsons and Nick Arrojo, whose stunning performances allowed for standing-room only. On The Finishing Touch stage, Emmy award-winning makeup artist, Eve Pearl, dazzled makeup mavens with her tried and true bridal looks while beauty personality, Adamme Sosa, captivated attendees with his fool-proof techniques for bold, beautiful brows and flawless, contoured cheek bones. Spectators also enjoyed demonstrations by M·A·C Pro makeup artist, Gisel Calvillo and Lash Stuff specialist, Ester Hernandez, among others.

The Social Media Summit, also new to IBS New York this year, took place on Saturday, March 3rd before the official opening of the show. Moderated by Bonnie Bonadeo of the Beauty Agent Network, the 3-hour Summit

offered beauty professionals insight on how to leverage social media to market their services, attract new clientele and establish their brand's online presence. The Summit included keynote speaker, Nina Kovner, and panelists, Lena Piccininni, Season Bennett and Whitney Vermeer. A "Social Media" track was also added to IBS New York's free educational offerings which featured classes like, "Instagram – Your Digital Business Card" and "Social Media and the Power of Influence."

A comprehensive conference program boasted hundreds of free classes in areas such as cutting, coloring, men's grooming, nail enhancements, makeup application, business, and product focused classes. These classes gave attendees the unique opportunity to hone their skills with the help of celebrity stylists such as David Lopez, Woody & Amy Michleb, and Marco Pelusi. Other prominent educators included hair authorities, DJ Muldoon, Aaron Johnson and Richard Ashforth along with nail gurus, John Hauk and Jaime Schrabec.

On Tuesday, March 6th, thousands of students and instructors attended, "Student Day" which featured a specialized conference program geared toward young professionals and their educators. Students and beauty professionals alike benefited from the Beauty Cast Network Job Fair, which took place all three days of the show and offered employment and networking opportunities from companies like Supercuts, Sportclips, Smartstyles, Regis Salons, Empire Beauty Schools, and more. The job fair was a welcome addition to the show floor and confirmed IBS New York's status as must-attend event for career advancement.

As always, IBS New York co-located with International Esthetics, Cosmetics and Spa Conference (IECSC), which afforded IBS attendees the opportunity to shop the newest in the spa, skincare and wellness industries.

Upcoming Events

Additional networking and educational opportunities for beauty professionals are available at IBS Las Vegas, taking place June 23-25, 2018 at the Las Vegas Convention Center. Visit www.IBSlasvegas.com for more information.

About the International Beauty Group

Produced by Questex and presented by *American Salon Magazine*, IBS New York is the longest running professional beauty event in the country. IBS New York, IBS Las Vegas and the International Esthetics, Cosmetics & Spa Conferences 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 and beauty and spa product manufacturers and distributors. IBS New York 2019 will be held March 10-12 at the Jacob Javits Convention Center. The Las Vegas event will be held June 23-25, 2018 at the Las Vegas Convention Center.

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