



CAMERA ITALIANA dell'ACCONCIATURA

PRESS RELEASE

The Camera Italiana dell'Acconciatura @ Cosmoprof Worldwide Bologna 2018: initiatives dedicated to hair channel

Bologna, 16th -19th March 2018 – **Camera Italiana dell'Acconciatura** (CIA) confirms its participation in the 2018 edition of Cosmoprof Worldwide Bologna. Just like in previous years, CIA will represent the entire supply chain by hosting activities that focus on the new generations.

During the Bologna fair, CIA will be organising the seventh edition of **HairRing**, the performance event dedicated to young people that has been met with enormous success in recent years, both in terms of participation and "return on investment" with regard to image for the young people involved.

On **Sunday 18th and Monday 19th March 2018**, up-and-coming hairstylists from all over Italy will be working at the four **HairRing** stations at the heart of Pavilion 35, Stand D55-E58, showcasing to the press and the public at Cosmoprof their take on this year's theme: **tomorrow's vintage hairdressing**.

The **HairRing** project stems from collaboration between Cosmoprof Worldwide Bologna and Camera Italiana dell'Acconciatura, with media support from Parrucchierando.com. It is limited to hairstyling talents **under 25** who avail from different realities: students, employees and young entrepreneurs. This is an important personal and professional growth opportunity for key **hairdressers** in this space, which was created to enable them to demonstrate their expertise, values and passion for the profession.

*"Our organisation, bolstered by an increasingly wide-reaching, unique and exclusive level of representation, accompanies hairdressing professionals through this period of major change, providing a model that can boost customer loyalty and modernise the service provided, which includes the use of social media tools", commented **Lino Fabbian, President of the Camera Italiana dell'Acconciatura**. "In a scenario like this one, it is crucial to allow ample space for the new generations, who will be responsible for embodying the excellence of the Italian hairdressing sector in the years to come and who are best able to understand and satisfy the new needs of customers."*

The programme of activities promoted by Camera Italiana dell'Acconciatura at Cosmoprof also includes a dedicated space for sessions with industry professionals on the most current topics: Monday, 19th March at 10.30 am in Sala Notturmo inside the Service Centre there will be a round table discussion entitled **Generation gap. How to look to the future drawing on the experience of leaders**. As in the past, an updated overview of industry statistics will be given over the course of the session, followed by a comparison of famous master hairdresser experiences and requirements for the new generation.

The Camera Italiana dell'Acconciatura (Italian Chamber of Hairdressing)

The Camera Italiana dell'Acconciatura is an industry organisation founded by CNA Unione Benessere e Sanità, Confartigianato Acconciatori and Cosmetica Italia, which represents over 200,000 employees nationwide (including those involved in satellite activities) and involves around 80 specialist industries in the professional sector. The organisation serves as the sole point of reference for Italian hairdressing in Italy and the world.

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