



CAMERA ITALIANA dell'ACCONCIATURA

PRESS RELEASE

Camera Italiana dell'Acconciatura @ Cosmoprof Worldwide Bologna 2014: the initiatives dedicated to the hair channel

Bologna, 4/7 April 2014 – **Camera Italiana dell'Acconciatura** will once again represent the entire production chain this year for the 47th Cosmoprof Worldwide in Bologna.

Specifically, this will be **the third year of HairRing**, the Cosmoprof Worldwide Bologna project in collaboration with Camera Italiana dell'Acconciatura and the media support of Parrucchierando.com; the initiative is dedicated to emerging hairdressers under age 25 from all over Italy who trade off for four days of the fair in a designated area in **Hall 25 (Booth A120)**.

This is a great opportunity for personal and professional growth of talented youth in hairdressing from the students of schools to employees to young entrepreneurs selected by Camera Italiana dell'Acconciatura with the artistic coordination of **Gloriana Ronda** (Confartigianato Benessere) and **Francesco Rotundo** (CNA Benessere e Sanità).

The hairdressers will be the stars of this area, an integral and innovative part of the most important beauty fair in the world, where they will be able to express the excellence, values and love of their profession live through their interpretation of this year's guiding theme: **The World of Fairytales - Princes, Witches, Elves and Fairies in the Social Network Era**.

«As a returning attendee of the **47th year of Cosmoprof Worldwide Bologna** with a **designated lounge in Hall 25 (Booth C108)**, together with CNA Benessere e Sanità, Confartigianato Benessere and Parrucchierando.com, Camera Italiana dell'Acconciatura is the entity that all look to represent and enhance the production chain, as well as share national and international activities and news with operators».

This is what the **president Luca Stella** has to say: «This is an important opportunity to meet and speak with the industry's professionals on the most contemporary topics in our line of work offered by the **Hairdressers and Customers: New Alliances** conference scheduled **Monday, April 7th, at 11 AM in the Sala Notturmo of the Services Centre**».

The conference will focus on the **end customer**, the change in buying habits and how to make a salon's service as appreciated as possible. During the meeting, a sneak peek of the results of GFK consumer research in the hairdressing channel will be presented together with initial information from the Marketing & Telematica survey of schools and educational institutes.

The stories and contributions of workers from the industry that are closest to the chamber and who keep a keen eye on the growth trends that will develop into a **debate** on the new opportunities to gather and propose for the entire hairdressing production chain.

Therefore the focus of the Camera Italiana dell'Acconciatura on the evolution **of the production chain** is tangibly affirmed, and specifically, that of the new generation at a time when it has to deal with major economic pressure.

Camera Italiana dell'Acconciatura

Camera Italiana dell'Acconciatura is an industry organization founded by CNA Benessere e Sanità, Confartigianato Acconciatori and Cosmetica Italia, which represents over 200,000 workers nationwide, including downstream activities, involving about 80 specialized industries in the professional sector, and is the sole interlocutor of reference for Italian hairdressing in Italy and the world.

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