



## **FOR IMMEDIATE RELEASE**

### **BRONNER BROS. SHOWCASES THE BEST OF MULTICULTURAL BEAUTY TRENDS AT 71<sup>ST</sup> ANNUAL SHOW – FEBRUARY 10 - 12, 2018**

*The nation's most diverse mix of salon and barber professionals converge for three days of education, competitions, networking and entertainment*

*Family-owned brand continues to drive growth in \$500 Billion Beauty Industry*

ATLANTA – Bronner Bros., Inc. (BB) is proud to welcome one of the nation's largest gatherings of stylists, exhibitors and beauty enthusiasts to its **Mid-winter Beauty Show, February 10-12, 2018 at the Georgia World Congress Center (GWCC) in Atlanta**. Now in its 71<sup>st</sup> year, the bi-annual event stands as a testament to Bronner's commitment to providing the premier platform for multicultural salon and barber professionals, which according to Mintel research, is now valued at an estimated \$500 billion. More than 35,000 attendees, including students and emerging artists, will converge for an unprecedented lineup of education, competitions, entertainment and networking opportunities.

#### **The Rise of Multicultural Beauty**

Since its first show more than seven decades ago, BB has been keenly focused on meeting the needs of the multicultural beauty market. To support the industry's continued growth, the show exposes diverse customers to new brands while also connecting manufacturers, distributors, and service providers to licensed professionals. BB's unique approach to programming has also cemented its reputation for supporting creative hair and make-up artistry. This includes showcasing culturally-inspired beauty trends long before they reach mainstream adoption and introducing the work of up-and-coming talent. Among the show's roster of past celebrity stylists are **Neal Farina (Beyoncé, Nicki Minaj), Sam Fine (Tyra Banks, Iman), Kim Kimble (Mary J. Blige), Andre Walker (Oprah, Halle Berry), and Johnny Wright (First Lady Michelle Obama)**, to name a few.

"As the multicultural beauty market continues to drive innovation and global trends, Bronner is committed to remaining at the forefront of what's new, next and now," said James Bronner, SVP of Bronner Bros. Show Operations. "We're excited to celebrate our 71<sup>st</sup> year and welcome everyone to the most exciting Bronner Bros. Beauty Show ever!"

#### **Education, Competitions, and More**

During the three-day conference, licensed stylists, barbers and students can sharpen their craft at more than 100 classes, earn multi-state CEU credits, and stay current on industry trends. The floor layout has been revamped to include more curated zones, offering attendees easy access to products and services by category. Deals on thousands of products and services will also be available from more than 300 companies including **Andis, Babyliss, Chi Deep Brilliance, Dudley's, GiGi Wax, Nairobi Professional, and Wahl**, among others.

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Due to popular demand, interactive panels featuring experts on hair loss, health, barbering, business success and financial management have been added to the mid-winter show line-up. A session on increasing income and repairing credit will also take place. In addition to panels and competitions, the BB Show will partner with Beauty Cast to host an on-site job fair. Attendees at all levels who want to connect, grow and advance their careers are encouraged to participate.

Other show highlights include:

- **Natural Hair Movement** –Janelle Stephens, owner of Camille Rose Naturals, will host a discussion about one of the most popular multicultural beauty trends today – natural hair. Panelists include Kim Etheridge, owner of Mixed Chicks, and Bronner Bros.’ own Emma Okyere.
- **A Night of Music and Laughter** – Saturday, February 10<sup>th</sup> includes a comedy show at 8:00 p.m. featuring Steve Brown (host), Rodney Perry, Mark Gregory, and Sean Larkins. In anticipation of Valentine’s Day, guests can celebrate early with Waka Flocka and his wife, Tammy Rivera, as they perform together for the first time. The show begins at 9:00 p.m. with sounds by G-Unit/Shadyville Entertainment’s DJ WhooKid.
- **Food for the Soul** – Sunday, February 11<sup>th</sup> kicks off with a worship service with Bishop Dale C. Bronner at 8:00 a.m. The service is open to all and includes a special musical performance by Kelontae Gavin.
- **Fashion & the Ultimate Battle of the Schools** – Sunday evening at 8:00 p.m., some of the nation’s most talented students will compete for cash and prizes in the “Battle of the Schools.” Participating schools include Empire, Savannah Technical and Universal College of Beauty. Immediately following the competition, “Real Housewives of Atlanta” cast member, Cynthia Bailey, will host a fashion show featuring couture designs.

For information about registration, accommodations and the latest news about the Bronner Bros. International Beauty Show, visit [www.bronnerbros.com](http://www.bronnerbros.com).

**Note to media:** Members of the media that are interested in covering the summer show can apply for credentials at [bronnerbros.com/press/](http://bronnerbros.com/press/).

#### **About Bronner Bros., Inc.**

Headquartered in Atlanta, Bronner Bros., Inc. (BB) is a privately held, family-owned company founded in 1947 by Dr. Nathaniel H. Bronner, Sr. and his brother Arthur E. Bronner, Sr. Today, the BB Enterprise consists of multicultural beauty products, UPSCALE Magazine and professional trade shows, which attract more than 60,000 salon and barber professionals annually. BB employs more than 100 people in its manufacturing plant, shipping operations and corporate offices. For more information about the company, visit <http://bronnerbros.com/our-history/>. Join the show community on Instagram, Facebook, Twitter and Snapchat @bronnerbros, #BBSHOW2018.

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