



FOR IMMEDIATE RELEASE

Bronner Bros International Beauty Show Set To Take Over New Orleans March 30 – April 1, 2019

More than 35,000 Cosmetology Pros Expected for Master Classes, Bold Style, and the Ultimate Mardi Gras “Cut Party”

ATLANTA (December 1, 2018) – For the first time in its 72 year history, the Bronner Bros. (BB) International Beauty Show is set to take place in New Orleans, LA at the Ernest N. Morial Convention Center, March 30 – April 1, 2019. More than 35,000 people will converge for three exciting days of education, exhibits, competitions, and entertainment. Dubbed the “Hairdresser’s Fashion Week,” the BB Show is the premier destination for the best in multicultural beauty – attracting the industry’s most diverse mix of professional stylists, barbers, beauty influencers, and students. Attendees can register today at bronnerbros.com.

“Atlanta will always be our corporate home, but the response to hosting the Show in New Orleans has been very positive. We’re excited to bring a fresh experience to our loyal attendees,” said James Bronner, SVP of Trade Show Operations for Bronner Bros. “With the rich heritage of the French Quarter as our backdrop, the 2019 Show will kick off with a second line parade, followed by three days of energy and creativity. I welcome every barber and stylist who needs a dose of inspiration to join us!”

Education, Competitions & More

The Show’s primary spotlight will be on education, with more than 100 classes covering interests ranging from cut, color, natural hair and weaves, to skin, make-up, nails and barbering. Several classes will offer licensed professionals multi-state CEU credits and advanced instruction on trends and innovative techniques. Approximately 300 exhibitors, including **Andis, Babyliss, Chi, Dudley’s, Nairobi Professional, and Wahl**, will sell their latest products and services. New niche and independent beauty brands that cater to multicultural customers will also participate with live demos and exclusive deals.

Main stage competitions, which are a hallmark of BB Shows, will offer students and professionals an opportunity to win cash prizes and awards totaling more than \$25,000. The schedule includes the **ANDIS “Upper Cut” Student Barbering**, the **Creative Student Rising Star**, the **ANDIS Total Look Barbering**, and the **Champion of Weaves**. The **Fantasy competition** also with more than a dozen licensed professionals showcasing their Mardi Gras-themed creations.

The show will be hosted by Baton Rouge resident and beauty influencer, Chenese Lewis. The plus-size advocate will interact with attendees and reinforce BB’s commitment to inclusivity. Other Show highlights include:

- **Mardi Gras Style “Cut Party”** – On Saturday, March 30th at 8:00 p.m., master stylist and former BB Hair Battle Champion, Kevin Kirk, will host the ultimate “Cut Party.” This unique experience will integrate platform hair artistry with music and performances. A local youth group called The Activists will also perform monologues during the interactive event.
- **Comedy Show feat. Marlon Wayans**– Saturday evening concludes with a laugh-out-loud comedy show hosted by funnyman Marlon Wayans. Known as the King of Satire, (and part of the legendary

Wayans family), the veteran comic promises to entertain. Show starts at 9:00 p.m. VIP seating is available.

- **Career Support & Job Fair** – BeautyCast returns to host an onsite job fair. Attendees at all levels can explore new job opportunities with employers such as SuperCuts and GreatClips, among others. The event will take place Saturday and Sunday on the main exhibit floor.
- **Food for the Soul** – Rev. C. Elijah Bronner will deliver an inspirational message at 8:00 a.m. on Sunday, March 31st in Hall F. The service is open to all and includes a musical performance by Stellar Award-winning artist, Isabel Davis.
- **Expert Panels & Workshops:**
 - **Beauty Over Brunch** – Mix and mingle with top hairstylists, barbers, MUAs, bloggers, and social media influencers over a chic Sunday brunch. Confirmed attendees include Jesseca Dupart (Kalaidescope Hair), Maya Smith (The Doux), Mimi Johnson (Grind Pretty & The Glamatory), Sheila Bronner (Whole4U) and New Orleans native Toya Wright. \$75 investment. Registration required.
 - **Financial Freedom** – Hosted by Tyrik Jackson, this free panel will help attendees learn how to improve credit, save, invest, and take smarter steps toward long-term financial security. The event will be held on Saturday at 3:00 p.m.
 - **Changing of the Guards** – Created just for barbers, this engaging session will tackle how to build, grow and sustain a thriving business. The event will be held on Sunday at 3:00 p.m. Free to registered guests.

“We are proud to have curated a variety of educational and inspirational experiences that truly reflects the culture,” Bronner added. “There is no other trade show where multicultural beauty and barber professionals are encouraged, empowered, and enlightened all under one roof. I look forward to seeing everyone in NOLA next March.”

According to Nielsen, African-Americans spend nine times more on beauty and grooming products than the general market. Black women, in particular, spend an estimated \$7.5 billion annually on beauty products.

For more information about ticket sales and accommodations, download the app (iPhone/Android) or visit bronnerbros.com. Join the conversation by following us on Instagram, Facebook, and Twitter @bronnerbros, #BBSHOW2019.

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/>.

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