



FOR IMMEDIATE RELEASE

Bronner Bros. Reimagines Legendary Beauty Show

- *All-new virtual experience offers top education, networking and competitions for nation's largest community of multicultural cosmetology pros*
- *Features special tribute to Charles Gregory and shopping bazaar*
- *Register online for all-access September 27-28, 2020*

ATLANTA— The 74th annual Bronner Bros. Int'l Beauty Show (BB) returns with an all-new virtual format to provide salon pros the education and skills needed to adapt and evolve during COVID-19. The tech-powered platform is designed to meet the unique needs of barbers, stylists, and cosmetology students in the growing multicultural industry. Hosted on **September 27th & 28th**, the event will feature more than 60 master classes and 60 exhibitors from around the world. This is the nation's first and largest virtual beauty show of its kind. To register, visit bronnerbros.com.

As the impact of COVID-19 ripples through the multicultural beauty community, salon professionals, manufacturers and suppliers are facing unforeseen challenges. Due to the pandemic, BB cancelled the company's in-person event for the first time in its history.

"COVID-19's impact on the Black beauty industry has been unprecedented, halting the ability for many stylists and barbers to generate income. This is uncharted territory for us all— but the Show must go on!" said James Bronner, SVP of Bronner Bros. Show Operations. "The BB team has reimagined an exciting virtual experience that will be entertaining and most of all, safe."

The virtual Show's agenda is dedicated to continuing education and celebrating the culture. Programming includes classes taught by some of the industry's foremost artistic teams, global educators and business experts. Students are also encouraged to take advantage of the virtual platform to sharpen their skills.

Other virtual Show highlights include:

- **Digital Marketplace:** Attendees can connect with exhibitors to preview and buy new products and services. Sponsors and partners include **Allied Beauty Association (ABA) Canada, Andis, EAP Heat, and UPS**, among others.
- **Master classes:** Classes for barbers and stylists at all levels; Learn the latest techniques on cut, color, weaves, natural haircare, barbering and more.
- **Business panels:** Interactive discussions on topics such as safely re-opening your salon or barbershop, disaster proofing your business, and maintaining your health behind-the-chair.
- **Competitions:** Live streams featuring some of the industry's top talent as they battle for cash and prizes on the virtual main stage.
- **Charles Gregory Tribute:** Special presentation honoring beauty industry legend and icon, Charles Gregory. He was best known for revolutionizing the industry with his ready-to-wear cuts. For more than three decades, Mr. Gregory served as a master educator and judge for the BB Show and BB® Professional.

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"Black beauty professionals have always blazed new trails by putting a creative twist on the business," said Erika Respress, Bronner Bros Show Manager. "Our very first virtual Show is yet another example of how we can turn a challenge into an opportunity by innovating and changing the game."

Collectively, multicultural stylists and barbers represent nearly 25% of all cosmetology professionals and significantly contribute to the textured haircare category's estimated annual economic impact of \$2.51 billion. According to a recent Nielsen Report, African Americans also account for nearly 86% of the total spend in the ethnic beauty category.

NOTES TO EDITORS

About Bronner Bros., Inc.

Headquartered in Atlanta, Bronner Bros. (BB) is a privately held, family-owned company founded in 1947. The BB Show generates approximately \$60M in revenue for the City of Atlanta and attracts more than 30,000 attendees from around the world two times per year. For more info visit, bronnerbros.com and join the conversation on all social platforms [@bronnerbros](https://twitter.com/bronnerbros).

About Charles Gregory

Charles Gregory (Ross) was well-known for his trend-setting creations, as well as his expert skill in hair-cutting, coloring, weaving, editorial hair, makeup, television, and film work.

Known for his vibrant persona and attention to detail, Mr. Gregory was a member of IASTE for makeup artists and hairstylists in film and television. Throughout his career, he worked on over 30 film and TV projects. He was Emmy-nominated for his work in HBO Production of 'Lackawanna Blues.' Other notable accomplishments include his work on Ava DuVernay's HBO Max DMZ, Lee Daniels' Billie Holiday Biopic, and serving as Tyler Perry's personal hairstylist for the Oscar-winning movie "Vice." In addition to Perry's films and stage plays, Mr. Gregory led styling on the TV series "House of Pain" and "Meet the Browns." He was also Department Head of Hair for movies such as "Lila and Eve" starring Viola Davis and Jennifer Lopez, "The Good Lie" starring Reese Witherspoon, Lifetime's "The Trip To Bountiful" starring Cicely Tyson, "The Red Band Society" starring Oscar-winner Octavia Spencer, and three seasons of Starz "Survivor's Remorse." Other film credits include "Remember the Titans," "Drumline," and OutKast's "Idlewild." Mr. Gregory won the silver medal in the "Oscar D' Elegance" ladies hair styling competition in Belgium and Paris. As the Styles & Artistic Director for Softsheen/Mizani, Mr. Gregory maintained his commitment to educating the next generation of beauty professionals until his passing in April 2020, due to COVID-19 complications. He was 68.

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Press Contacts:

Lalohni (LA) Campbell
404-593-7145

bronnerbros@persemediagroup.com

Erika Respress

770-988-0015 ext. 274

erika@bronnerbros.com