

Baltic Beauty 2018



THE BIGGEST BEAUTY INDUSTRY EXHIBITION IN THE BALTICS! / 2-4 november / RIGA, LATVIA

BALTIC BEAUTY 2018
14th International Beauty Industry Trade Fair
THE WORLD OF BEAUTIFUL HAIR, Hall I

XXIV International Hairstyling Festival

Stage, Hall I

2 November

- 11.00–12.40 Opportunities of business advertising on Facebook and Instagram
Conducted by: Evita Brilte (Latvia)
- 12.55–13.10 Defile Gents – commercial haircuts
- 13.10–13.20 Defile Ladies – creative hairstyles
- 13.30–14.20 Masterclass BARBERING
- 14.30–14.50 Defile Berryworld Color Colourist Competition
- 14.50–15.00 Defile Gents – Berryworld Full Fashion Look
- 15.00–15.10 Defile Collection of contemporary hairstyles type 2 colouring
- 15.10–15.30 Defile Ladies – Day hairstyles for long hair
- 15.10–15.30 Defile Gents – Contemporary hairstyles for long hair
- 15.10–15.30 Defile Ladies – Evening hairstyles
- 15.30–15.35 Defile Hair Tattoo Competition
- 15.40–16.50 Masterclass NoXX reconstruction for hair
Conducted by: Aljona Trunova (Finland), Andrey Artemov (Germany).
- 17.00–17.15 Defile Ladies – Contemporary evening hairstyles for long hair
- 17.00–17.15 Defile Gents – Creative hairstyles
- 17.00–17.15 Defile Gents – Contemporary haircut with styling
- 17.15–17.30 Defile Ladies – Berryworld Full Fashion Look
- 17.40–18.10 Masterclass
- 18.20–18.30 Defile Gents – Classic hairstyles
- 19.05–19.15 Defile Collection of contemporary hairstyles type 1 haircut

3 November

- 11.00–12.30 Opportunities of business advertising on Facebook and Instagram
Conducted by: Evita Brilte (Latvia)
- 12.35–13.00 Defile Fantasy hairstyles

- 13.00–13.15 Defile Ladies – Salon hairstyles
 13.25–15.25 Masterclass Barbering
 15.30–15.50 Defile Bridal hairstyles
 15.30–15.50 Defile Groom hairstyles
 16.00–17.30 Masterclass: New Tendencies in the industry and the services of health and cosmetics and their implication for owners and directors of beauty and spa salons and their E- commerce business
 Conducted by: Prof. Peter Stolze, PhD, MBA (USA), Berlin, Germany
 (slides / material in English, working language – Russian)
 17.40–17.50 Defile Fashion hairstyles – Braiding
 17.50–18.10 Defile Fantasy floral hairstyles
 18.10–18.20 Defile Collection of contemporary hairstyles type 3
 18.30–19.00 Masterclass
 19.10–19.20 Defile Fantasy hairstyles and makeup

4 November

- 13.00–15.00 Masterclass 3D colour technology
 Conducted by: Dania Bredtmann (Germany)
 15.00–16.00 Masterclass Hair Tattoo for commercial haircuts
 Conducted by: Igor Konon (Belarus)
 16.00–17.00 XXIV International Hairstyling Festival Awards
 17.00–18.00 Masterclass Latest fashion trends – 5 images for beautiful women.
 Conducted by: Viktorija Poļeckih (Latvia), Natalia Gorelko (Belarus)