

## REDKEN SYMPOSIUM EUROPE

Over 3,000 hairdressers from across Europe attended the 3 day symposium.

**Event Type:** Trade  
**Visitors:** 3,000

**Venue:** Olympia Grand  
**Organiser:** Redken



Redken Symposium Europe took place at Olympia Grand from 2-4 February with over 3000 hairdressers from across Europe in attendance.

The schedule encompassed all elements of Redken's world of Science, Fashion and Inspiration, uniquely looking at ways that the industry can grow creatively and professionally. The event featured the largest Redken shop in the UK, plus a fully functioning pop up Express Color Bar and Pillow Proof Blow Dry Bar. Furthermore, half of the space used was created into a large stage area and catwalk that welcomed thousands on the opening night alone.

Alison Williams, Divisional Events Manager L'Oréal Professional Products UKI said:

*"Hosting in London for the very first time, we chose the stunning Olympia Grand as it gave us the amenities and space to host 3000 hairdressers and to incorporate each element of the three day event. The opening show needed to accommodate the hair teams and models backstage and also a full catwalk and theatre space. We couldn't have worked this how we wanted to at another venue."*

*"This venue provided us with the facilities in order to welcome so many amazing, dynamic artists and salons over the three days and to help them share Redken's vision of 'learn better, earn better and live better'."*