

**FOR IMMEDIATE RELEASE**

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**ANDIS<sup>®</sup> SPONSORS MEN'S GROOMING EVENTS AT PREMIERE BIRMINGHAM:  
FANTASTIC FADES, DESIGNS & PATTERNS TO SHOWCASE TOP TALENT**

**BIRMINGHAM, AL (OCTOBER 2017)** – Barbers, cosmetologists and students are invited to display their creativity and clipper-cutting techniques during the **Fantastic Fades and Designs & Patterns Competitions**, powered by Andis<sup>®</sup> Company, at the Premiere Birmingham tradeshow on **Sunday, October 22**.

In partnership with SalonCentric, the two competitions will challenge professionals from across the country to showcase their talents and create their finest fade or best design and pattern on a live male model using Andis cutting tools exclusively. During each grooming event, competitors will have 45 minutes to complete the haircut and finished style, and are required to remove at least ½ inch of hair. All contestants will be judged on their technique, originality, style and tool usage.



*2017 Premiere Orlando Designs & Patterns  
Winner, Gabriel Galarza*

“The Fantastic Fades and Designs & Patterns competitions are the perfect opportunity for barbers and stylists to show off their creativity and attention to detail,” said Jessica Zeinstra, Education Manager for Andis. “We are thrilled to expand our partnership with Premiere and bring our men’s grooming competitions to Birmingham.”

Winners of the Fantastic Fades and Designs & Patterns competitions will receive \$300, while the second and third place finishers will receive \$200 and \$100, respectively. All entrants will take home the Andis tools package – valued at over \$150 – they received for the competition. All registered competitors will also receive a complimentary two-day show pass to Premiere Birmingham, and participating models will receive a complimentary one-day pass.

For more information about Andis’ men’s grooming events or to register to participate in the competition, please visit the Premiere Birmingham [site](#).

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**About Andis<sup>®</sup> Company**

Andis<sup>®</sup> Company, a family held business founded in 1922, is a leading manufacturer of handheld tools to trim, cut, curl, straighten and dry hair. The company’s products are purchased in more than 90 countries by barbers and salon professionals, consumers, hotels, motels, resorts, small animal groomers and large animal groomers and shearers. To find a local distributor, call 800-558-9441 or visit [www.andis.com](http://www.andis.com).