



MADRID 2025
FRAMESI
INTERNATIONAL
CONGRESS

**2025 FRAMESI
INTERNATIONAL
CONGRESS
MADRID - SPAIN**

September 28th - October 2nd 2025



 **framesi**
MILAN

WHY JOIN THE INTERNATIONAL CONGRESS IN 2025?



- It is THE event that will excite you and will treat you to the most valuable skills you can bring home
- Engage with your community! Network with stylists from around the world and create a stronger bond between framesi and YOU
- Witness firsthand how framesi supports hairdressers better than any other brand
- See magical, gripping hair shows, choreographed by a powerful production, starring artists who will amaze you with a mix of technique, color and creativity
- Be a part of something legendary - a world-class event where proven quality and expertise meets excitement
- Obtain fresh ideas and practical inspiration to elevate your salon services
- Enjoy the historic city of Madrid and the amenities of a modern luxury hotel with 2 vibrant restaurants, 3 bars (including a terrace bar!), tennis courts, fitness room, sauna and indoor and outdoor pools



IN 2025, WE WANT TO **CELEBRATE WITH YOU...** **80 YEARS OF FRAMESI!**

SUPPORTING HAIR PROFESSIONALS SINCE 1945 TOGETHER. IN ONE PLACE.

Devoted to the hairstylist, it's an exciting opportunity to learn new techniques, get inspired, and have fun with like-minded, creative professionals from across the world of hairdressing and barbering.

WHY FRAMESI?



**FAMILY COMPANY
= FAMILY VALUES**



**PERSONAL
TOUCH**



**CERTAINTY OF
TRADITION MATCHED
WITH INNOVATION**



**INNOVATION IN TERMS
OF FASHION**



**INNOVATION IN TERMS
OF R&D**



**INNOVATION IN TERMS
OF EDUCATION**

OPTION 1 - FULL PACK - 4 NIGHTS

SUNDAY 28 SEPTEMBER
THURSDAY 2 OCTOBER

FRAMESI FULL PACK OFFER

Including program as described and 4 nights in a 4 star hotel double room occupancy and bed and breakfast treatment

FRAMESI FULL PACK OFFER

Including program as described and 4 nights in a 4 star hotel single room occupancy and bed and breakfast treatment

OPTION 2 - SHOWS ONLY PACK

FIRST-DAY INTERNATIONAL HAIR SHOW

3 hours of show with a line up of more than 15 artists on stage from different countries (after show dinner buffet included)

SECOND DAY INTERNATIONAL HAIR SHOW

3 hours of show with a line up of more than 15 artists on stage from different countries (after show dinner buffet included)

WELCOME PARTY

FAREWELL PARTY

THE BARBER BUSINESS DIVERSIFYING THE OFFER TO GROW AND EVOLVE

MACHETE



Machete is the Barber shop franchise that, with its 22 franchisees throughout Italy and one barber shop in the UK, represents Italian excellence in the beard and hair care sector.

A winning, turnkey format ideal for those who want to develop their business in addition to their current hair salon while remaining in the beauty environment.

Born in Rome and with global aspirations, the guys from the Machete team are waiting for you in Madrid to tell you why franchising may be the opportunity you have been waiting for, and to present a working method and an all-male approach to service.

THE NUMBERS, THE SUPPORT, THE OPPORTUNITIES, THE RETURN ON INVESTMENT, THE SERVICE MENUS, AND THE FRAMESI BARBER GEN PRODUCT LINE: EVERYTHING YOU NEED TO KNOW ON MONDAY 29 SEPTEMBER FROM 4 TO 6 P.M.

THE WORKSHOP IS FREE, PLACES ARE LIMITED

**TRANSLATION IN ENGLISH AND SPANISH AVAILABLE
ANY OTHER TRANSLATION LANGUAGE WILL BE PROVIDED TO GROUPS WITH 5 OR MORE PARTICIPANTS**

MEETING ROOMS: POTSDAM + BADEN BADEN

Deadline for confirmation May the 30th. Please send your booking confirmation to events@framesi.it and export@framesi.it, indicating if a specific translation language is needed (see above)

The minimum number of participants provided cannot be modified



framesi

SELF BRANDING & MEDIA IMAGE HAIRDRESSER WORKSHOP



MEET FLOPPY RIVERO, THE LATIN AMERICAN HAIR ARTIST WITH MORE THAN 121.000 FOLLOWERS ON INSTAGRAM AND SOCIAL MEDIA CONTENT WITH MORE THAN 600.000 VIEWS.

Floppy Rivero, renowned Latin American Hair Artist, Framesi Ambassador and successful performer on stage at Framesi Congresses will share with hairdressers at the International Congress how she has created her own brand and designs her social media images/campaigns.

 <https://www.instagram.com/floppyrivero/>

CONTENT:

1. SELF BRANDING OVERVIEW
2. SELF BRANDING MISSION
3. PARTNERSHIP WITH FRAMESI
4. IDENTIFY YOUR GOLDEN NICHE
5. MYTHS AND TRUTHS OF PERSONAL BRANDING
6. FROM MARKETER TO ENTREPRENEUR

TUESDAY, SEPTEMBER 30TH (FROM 10:00 AM TO 12:00 PM)

Translation in English and Italian available
Any other translation language will be provided to groups with 5 or more participants.

MEETING ROOMS: POTSDAM + BADEN BADEN

Capacity 100 seats

FEE: \$85

Please send your booking confirmation to events@framesi.it and export@framesi.it, indicating if a specific translation language is needed (see above)

The minimum number of participants provided cannot be modified

The participation fee will be invoiced to distributors together with the congress fees.

WHAT AWAITS YOU AT THE FRAMESI INTERNATIONAL CONGRESS 2025?

SEPTEMBER 28 - SUNDAY

ARRIVAL OF GUESTS AND CHECK-IN



MARRIOTT
AUDITORIUM HOTEL & CONFERENCE CENTER

(BED AND BREAKFAST TREATMENT)

SEPTEMBER 29 - MONDAY

FREE DAY

THE BARBER BUSINESS WORKSHOP
WITH MACHETE (FROM 4:00 TO 6:00 PM)

WELCOME PARTY (9:30 PM)

SEPTEMBER 30 - TUESDAY

INTERNATIONAL HAIR SHOW (5:00 PM)

DAY 1

SELF BRANDING & MEDIA IMAGE WORKSHOP
WITH FLOPPY RIVERO (FROM 10:00 AM TO 12:00 PM)

STANDING BUFFET DINNER (8:00 PM)

OCTOBER 1 - WEDNESDAY

INTERNATIONAL HAIR SHOW (5:00 PM)

DAY 2

STANDING BUFFET DINNER (8:00 PM)

GOLDEN FAREWELL PARTY AT GABANA MUSIC CLUB (10:30 PM)

OCTOBER 2 - THURSDAY

DEPARTURE

PICK A GOLD
ACCESSORY
TO COMPLETE
YOUR LOOK

SEPTEMBER 30 - TUESDAY

INTERNATIONAL HAIR SHOW

DAY 1



VALERIA BARBA

ITALIANSTYLE  framesi

ITALIANSTYLE **USA**


 HAIR EVOLUTION 

OCTOBER 1 - WEDNESDAY

INTERNATIONAL HAIR SHOW

DAY 2

ENERGY
ITALIANSTYLE 

COLOR PLATFORM:

ARMANDO PETRACCI, FLOPPY RIVERO, JIRO OKABE

INTERNATIONAL **HAIR**STYLE




 framesi

DISCOVER THE STARS OF THE 2025 EDITION

TUESDAY
SEPTEMBER 30

SHOW
Day 1

VB
Valeria Barba

VALERIA BARBA



VALERIA BARBA
Avant-garde Artist

ITALIANSTYLE USA
framesi



JEREMY ABRAHAM
Italian Style USA
Creative Director



TINA BROWN
Italian Style USA
Artistic Team Member



ANTHONY JEFFERSON
Italian Style USA
Artistic Team Member



JESSICA ROTH
Italian Style USA
Artistic Team Member

ITALIANSTYLE framesi



SABRINA ARVIZZIGNO
Italian Style Framesi
Artistic Director



PINO DI TELLA
Italian Cutting Method
Manager



BIAGIO RIGLIETTA
Italian Style Framesi
Hairstylist



LAURA RIVALDI
Italian Style Framesi
Hairstylist

HAI(r)EVOLUTION
framesi



GIÒ DAMIANI
Hai(r)evolution
Artistic Director



STEFANIA MACRI
Hai(r)evolution
Scientific Cutting Method
Specialist Stylist



CRISTIAN SORSOLI
Hai(r)evolution
Bleaching Specialist
Stylist



SIMONE VIRDIS
Hai(r)evolution
Supervisor & Stylist

DISCOVER THE STARS OF THE 2025 EDITION

WEDNESDAY
OCTOBER 1

SHOW
Day 2

ENERGY

ITALIANSTYLE framesi



DANIELE PAVARANI
Italian Style Energy
Artistic Director



ALICE CARRAI
Italian Style Energy
Hairstylist



SALVATORE GIAMBORINO
Italian Style Energy
Hairstylist



NICOLA VALZANIA
Italian Style Energy
Hairstylist

COLOR PLATFORM



ARMANDO PETRACCHI
Framesi Global Technical
Director



JIRO OKABE
Framesi International
Master



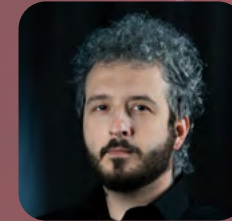
FLOPPY RIVERO
Framesi International
Ambassador

INTERNATIONAL HAIRSTYLE

framesi



GIGI GUERRETTA
Italian Style International
Artistic Director



ALESSIO BIANCONI
Framesi International
Master



CHRISTOPHE
DI GIANDOMENICO
Framesi International
Master

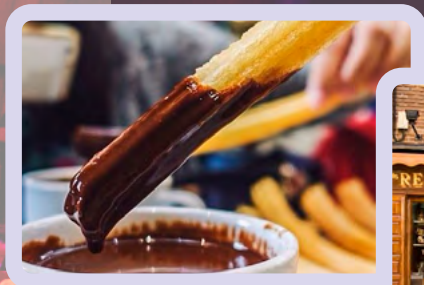


KENZA LUM
Framesi International
Master

DISCOVER MADRID

FOR FOOD LOVERS

Visit the **Mercado de San Miguel** to enjoy tapas, seafood, and Spanish specialties. Don't miss **Sobrino de Botín**, one of the oldest restaurants in the world, famous for its roast suckling pig. If you prefer a more casual atmosphere, stroll along **Calle de la Cava Baja**, full of traditional taverns. And for a typical sweet treat, try the churros at the historic **Ciocolateria San Ginés**.



CHECK OUT A LIST OF
RECOMMENDED RESTAURANTS

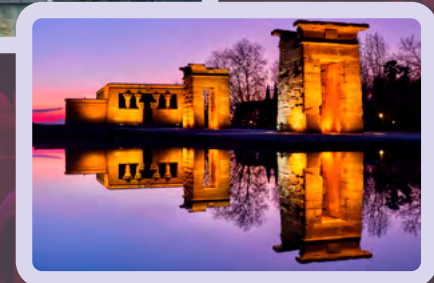
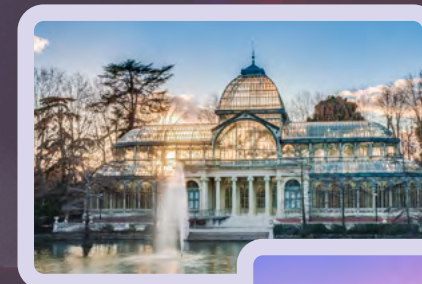
FOR ART ENTHUSIASTS

If you love museums, you can't miss the **Prado Museum**, home to works by Velázquez, Goya, and El Greco; the **Reina Sofía Museum**, where you'll find Picasso's famous "Guernica"; and the **Thyssen-Bornemisza Museum**, offering an extensive collection of European art. For a more intimate experience, visit **Casa Sorolla**, the former residence of the magnificent impressionist painter Joaquín Sorolla.



FOR NATURE LOVERS

Take a green break at **Retiro Park**, an oasis in the heart of Madrid, where you can enjoy a boat ride on the lake or relax in the gardens. If you're looking for a panoramic view of the city, don't miss the **Templo de Debod**, an ancient Egyptian temple located in **Cuartel de la Montaña Park**, a short distance from **Plaza de España**.



DISCOVER MADRID

FOR FASHION LOVERS

Explore the **Salamanca District**, famous for its luxury boutiques. If you prefer a more alternative style, visit the neighborhoods of **Malasaña** and **Chueca**, full of unique vintage shops, and discover the latest street style trends.



FOR FOOTBALL FANS

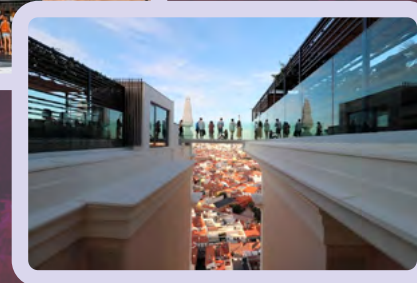
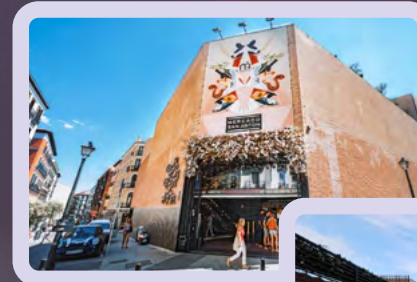
Visit the iconic **Santiago Bernabéu Stadium**, home to the legendary Real Madrid.



Please note, there is no dedicated service organizing tours to the above-mentioned locations. It's recommended to explore the city independently or take advantage of local tours available on-site.

FOR A PANORAMIC EXPERIENCE

If you're looking for a breathtaking view of the city, don't miss **Mercado de San Antonio**, a covered market with a panoramic terrace ideal for an aperitif. Another must-see is **360° SKY BAR** on the 27th floor of the **Riu Plaza Hotel**, where you can enjoy a cocktail while admiring a spectacular view of Madrid.



 **VISIT THE TOURISM OFFICE WEBSITE**



AVAILABLE PACKAGES

OPTION 1 - FULL INTERNATIONAL CONGRESS PACKAGE

DOUBLE ACCOMMODATIONS
\$1,250 per person

SINGLE ACCOMMODATIONS
\$1,800 per person

INCLUDES:

- Hotel accommodations from 9/28 to 10/02 at the Marriott Auditorium Hotel & Conference Center
- Attendance to the framesi Hair Shows 9/30 & 10/01
- Welcome drink & Farewell Party
- Transportation to and from events

OPTION 2 - SHOWS ONLY

Cost \$675 per person - lodging not included

INCLUDES:

Attendance to the framesi Welcome Party, all Hair Shows, plus attendance to the Farewell Party

YOU ARE RESPONSIBLE FOR:

TRANSPORTATION, INCLUDING:

- Round-trip airfare to and from Madrid, Spain including baggage fees.
- Lodging accommodations for OPTION 2.
- All meals, snacks, gratuities and entertainment over and above what is included in the package.

CANCELLATIONS

Cancellations received between August 15 and August 31 will be charged 50% of the total amount.

Cancellations received between September 1 and THE CONGRESS DATE will be charged 100% of the total amount.

RESERVATIONS

Reservations are due no later than July 15, 2025.

Stylist Name: _____

Salon Name: _____

Salon Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____

- Option 1 - Full Package
- Double (\$1,250 per person)
 - Single (\$1,800 per person)

Roommate's Name: _____

- Option 2 - Shows Only Package (\$675 per person)

Are you an elite salon? Yes No
 If yes, are you using 200 Points toward the package? Yes No

If yes, Option 1 single accommodations will be \$1,600 and double accommodations will be \$1,050 per person. Option 2 package will be \$475.

PAYMENT INFORMATION

Please provide your phone number and a representative of framesi NA will call you to obtain your payment information.

Phone number: _____

PLEASE SEND COMPLETED FORM TO:

framesi NORTH AMERICA
 ATTN: INTERNATIONAL
 CONGRESS 2025 - MADRID
 17 Avenue A
 Leetsdale, PA 15056
 800.321.9648

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 @framesi-north-america

980225-000

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to learn more!**

