



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**

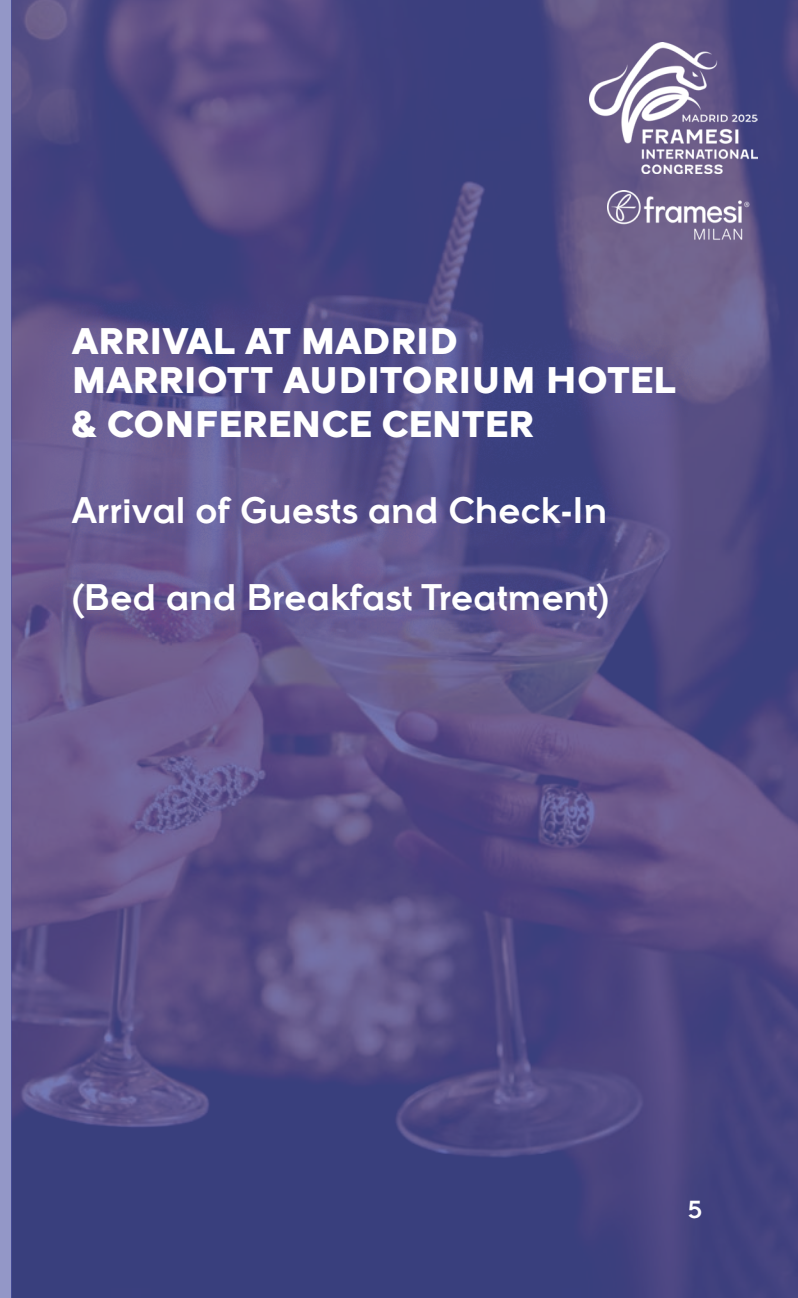
PROGRAM

Sunday, 28 September



ARRIVAL AT MADRID MARRIOTT AUDITORIUM HOTEL & CONFERENCE CENTER

Arrival of Guests and Check-In
(Bed and Breakfast Treatment)



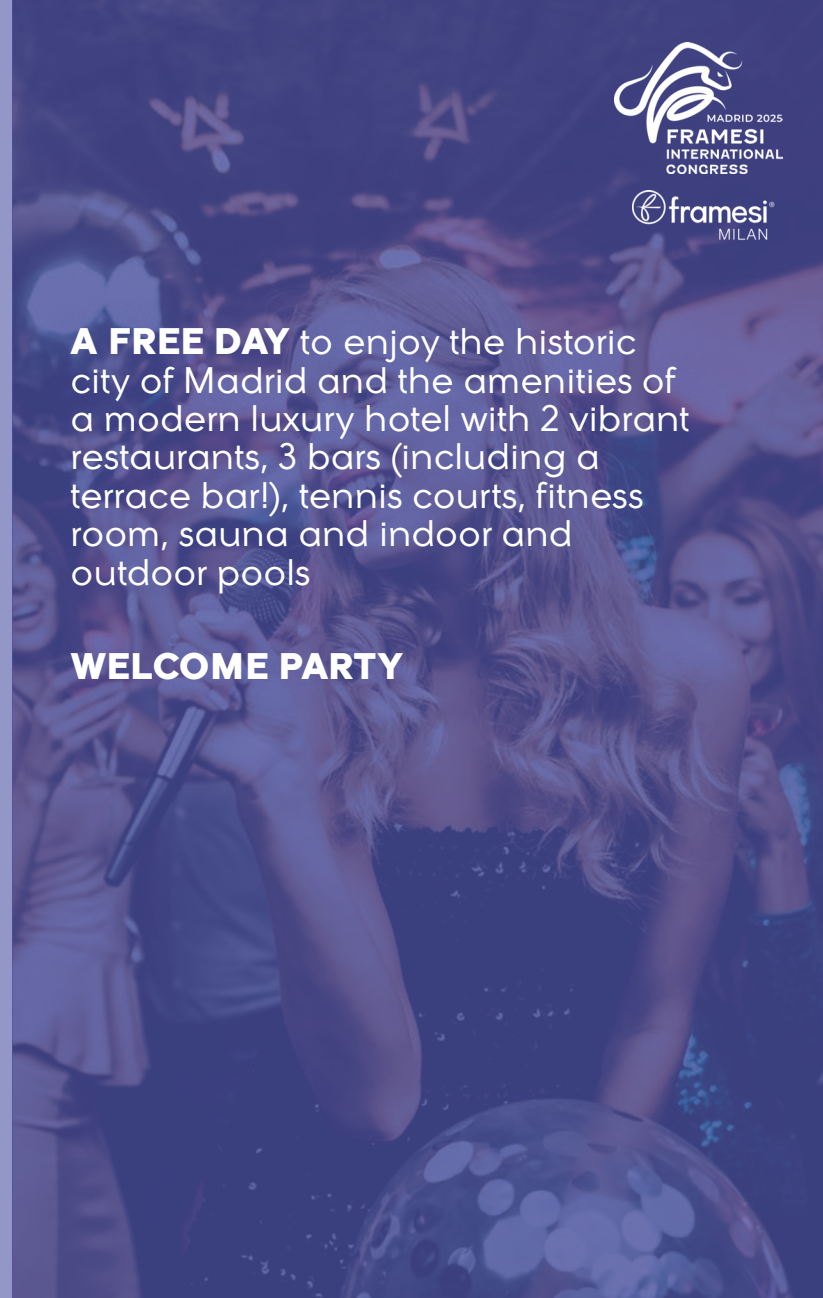
PROGRAM

Monday, 29 September



A FREE DAY to 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

WELCOME PARTY



PROGRAM

Tuesday, 30 September

SHOW
DAY



INTERNATIONAL HAIR SHOW DAY 1

- **Hair Evolution**
- **Color Platform:**
Armando Petracci,
Floppy Rivero,
Jiro Okabe
- **Valeria Barba**
- **USA TEAM**

PROGRAM

Wednesday, 1 October

SHOW
DAY



INTERNATIONAL HAIR SHOW DAY 2

- ITALIANSTYLE **framesi**
- **ENERGY** ITALIANSTYLE **framesi**
- INTERNATIONAL**HAIR**STYLE

**GOLDEN FAREWELL PARTY
AT GABANA MUSIC CLUB**

PROGRAM

Thursday, 2 October



CHECKOUT/DEPARTURE

See you at the Framesi
International Congress 2026!

WHAT DOES EACH PARTICIPANT GET?

A RICH PROGRAM CONCENTRATED IN 3 DAYS!

WELCOME PARTY

FIRST-DAY INTERNATIONAL HAIR SHOW

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

FAREWELL PARTY





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



www.framesiprofessional.com

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  @framesiUSA

 @framesi-north-america

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**Scan QR code
to learn more!**

