

2026

FRAMESI INTERNATIONAL CONGRESS



MARRAKESH

October 4-8 | 2026

OCTOBER
4TH - 8TH 2026

 framesi®
MILAN

JOIN US ON A NEW INCREDIBLE JOURNEY



The **largest, richest and most complete** event held in the professional hair industry will make you dive into the beating heart of a creative and engaging community, showing you what Professional Hair Fashion truly means.

Every year our framesi International Congress marks a significant moment when people from all over the world meet personally in the most prestigious world locations, sharing ideas, visions and living together a truly unique experience.

The combination of creative inspiration, innovation, art, fashion and life stories turn the framesi International Congress into an unforgettable experience that consolidates the exclusive bond between you, your hairdressers community, and framesi, the company that more than any other supports salons since 1945 with **a clear mission:**

**Working exclusively for the
hairdressers' success.**



DISCOVER THE NEW LOCATION



GRAND MOGADOR AGDAL

FIVE STAR HOTEL



LOCATION: Zone Touristique Agdal, Marrakech 3.8 miles from Marrakesh Airport – only 3 miles away from La Medina.

TOP HIGHLIGHTS: all inclusive treatment and an exclusive hotel dedicated only to the Framesi International Congress participants.

FIND OUT MORE AT: mogadorhotels.com



ONE INCLUSIVE LOCATION, ALL INCLUSIVE TREATMENT

MARRAKESH WITH FRAMESI





ARRIVAL & WELCOME PARTY

Sunday, October 4th

ARRIVAL AT THE GRAND MOGADOR HOTEL, AGDAL, MARRAKESH

Arrival of Guests & Check-in

All-Inclusive Treatment

Exclusive Hotel to framesi International Congress
Participants only

EVENING WELCOME PARTY



SIGHTSEEING

Monday, October 5th

A FREE DAY to explore the magic of Marrakesh and dive into its culture

10:00AM - 12:00PM
MORPHOSIS Workshop

5:00PM
INTERNATIONAL Hair Show Day 1
ITALIAN STYLE ENERGY
ITALIAN STYLE FRAMESI
HAI(R)EVOLUTION

Tuesday, October 6th

HAIR SHOW DAY 1

& MORPHOSIS Workshop



HAIR SHOW DAY 2

Workshops & Farewell Party

Thursday, October 7th

10:00AM - 12:00PM

LOOK&LEARN ITALIAN Style Annual Collection Workshop

2:00PM - 4:00PM

BUSINESS TRAINING Workshop

5:00PM

INTERNATIONAL Hair Show Day 2

ITALIAN STYLE INTERNATIONAL

TEAM LATAM

TEAM ASIA

FAREWELL PARTY at Dar Soukkar Restaurant

Friday, October 8th: Departure



AVAILABLE PACKAGES

OPTION 1 - FULL INTERNATIONAL CONGRESS PACKAGE

DOUBLE ACCOMMODATIONS

\$1,250 per person

SINGLE ACCOMMODATIONS

\$1,800 per person

INCLUDES:

- Hotel accommodations from 10/4 to 10/8 at the Grand Mogador Hotel
- Attendance to the framesi Hair Shows 10/6 & 10/7
- 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 Marrakesh, 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, 2026.

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 2026 - MARRAKESH
 17 Avenue A
 Leetsdale, PA 15056
 800.321.9648



MARRAKESH

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www.framesiprofessional.com

  @framesipro @morphosisbyframesi

  @framesiUSA

 @framesi-north-america