

The Show Sydney opened its doors to over 2,500 hair and makeup artists last month at the International Convention Centre. Showcasing the best in beauty, makeup, hair and wellbeing from around the world, guests had access to over 50 brands and 25 experts, with more than 300 attending intimate masterclasses with their hair and makeup idols. Eliza Campagna, Co-Founder of The Show Sydney, alongside Scott Lattimer said, "Scott and I created The Show Sydney to provide a platform to celebrate the incredible professionals in our industry being that our background is in film, TV, runway, red carpet, celebrity, editorial and education. We've had really positive feedback with attendees and exhibitors already asking for our 2021 dates." The line-up of experts hosted by Shelly Horton included; Sarah Laidlaw, Natalie Anne, Mia Connor, Sally Obermeder, Dr Ginni Mansberg, Penny Antuar, Chantel Rahme, Lorna Evans, Melissa Gigliotti, Jenny Roberts, Julie Tattam, Chereine Waddel, Rachel Montgomery, Krystal K, Katherine Brown, Damian Martin, Adam Johansen, Antony McMullen, Nicole 'Pinky' Thompson, and Darren Jinks, plus a surprise visit and onstage interview with Rae Morris. "Attendees repeatedly told us how grateful they were for putting this on for them because there isn't another event like this," added Scott. The brands didn't disappoint with all offering special 'The Show Sydney' deals, with select brands such as Melissa Sassine, Real Techniques, 1000 Hour, Formawell Beauty X Kendall Jenner, Temptu, Ben Nye, Silk Oil Of Morocco, CR Luxury Cosmetics, Sydney College of Hair & Beauty, Egyptian Queen Beauty, Global Colours Body Paint, Renee Touma Makeup, CJP Beauty and Inglot cosmetics also offering attendees 'Beauty Experiences' delivered by experts. The standout highlights for The Show Sydney included industry great Rae Morris treating attendees with an impromptu onstage chat with MC Shelly Horton, along with the incredibly high standard of the makeup competitions, with the winners including: Emma Court taking out both the Global Colours body painting comp and the Ben Nye Fantasy Competition Jessica Selvaggio taking out the Showcase competition "We will be returning in 2021, so stay tuned for dates and updates!" said Scott. About The Show Sydney: The Show Sydney, Australia's ultimate hair, makeup and beauty event. The brainchild of educational expert Scott Lattimer and industry professional Eliza Campagna, Showcasing the best in class brands across hair, makeup and beauty, The Show Sydney is an Interactive event offering attendees a unique retail experience with live demonstrations and interactive brand activations paired with education for all attendees to enjoy. [theshowsydney.com.au](http://theshowsydney.com.au)

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