



**NATURAL HAIR & LOCKEN
EXPERTS**

www.curlfestival.de

AFRO HAUS
presents the
CURL FESTIVAL

When: 02.06.24
12pm - 10pm

Where: SAGE BEACH
Köpenickerstr. 18-20
10997 Berlin

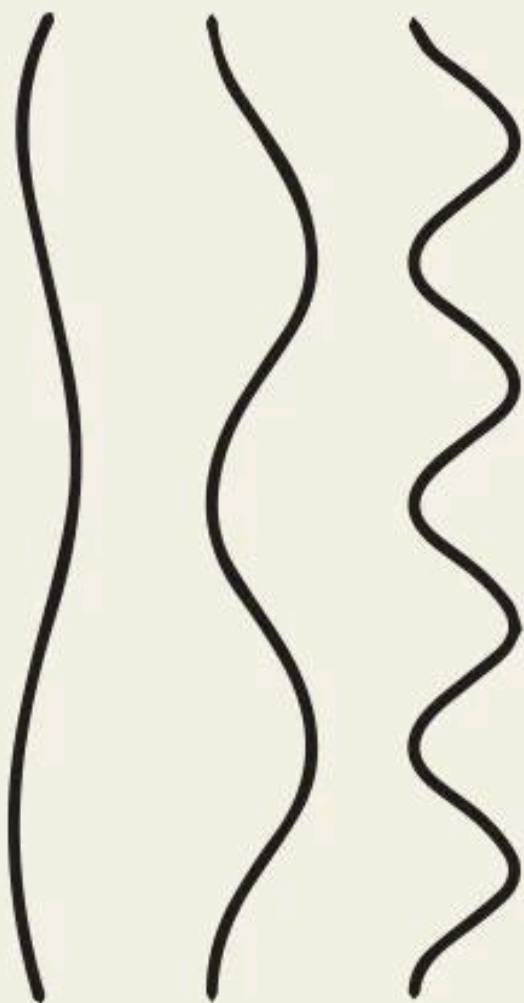
Hello and Welcome

Welcome to the
CURL FESTIVAL 2024!
The CURL FESTIVAL is a celebration
of curly hair, beauty and curl
culture and will take place on
June 2nd at the beautiful Sage
Beach in the heart of Kreuzberg,
right next to the Spree.

**CURL
FESTIVAL**

What's your curl type?

Type 2: Wavy

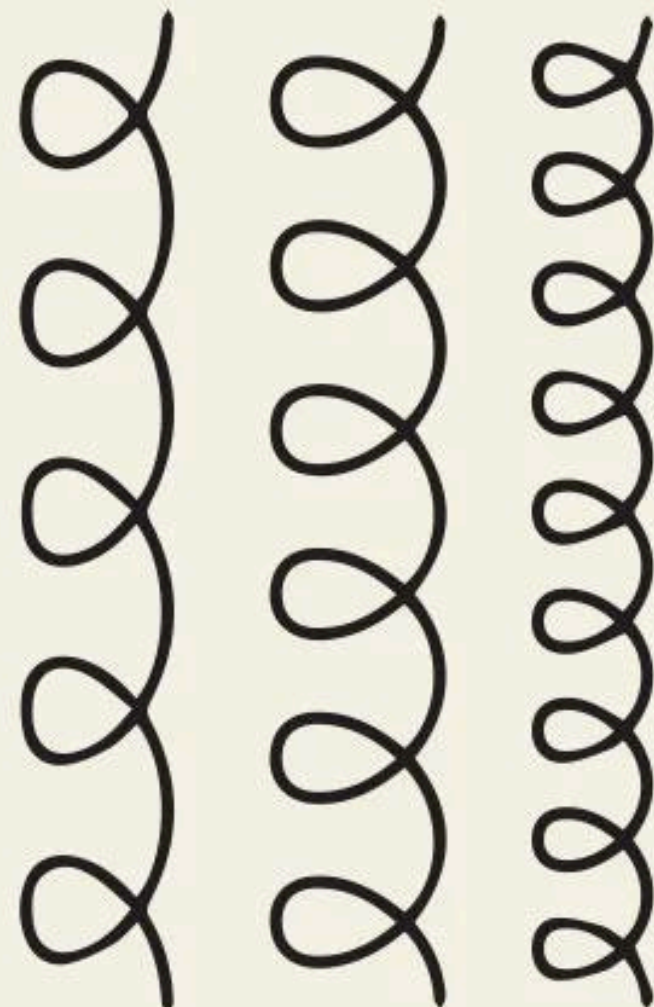


2a

2b

2c

Type 3: Curly

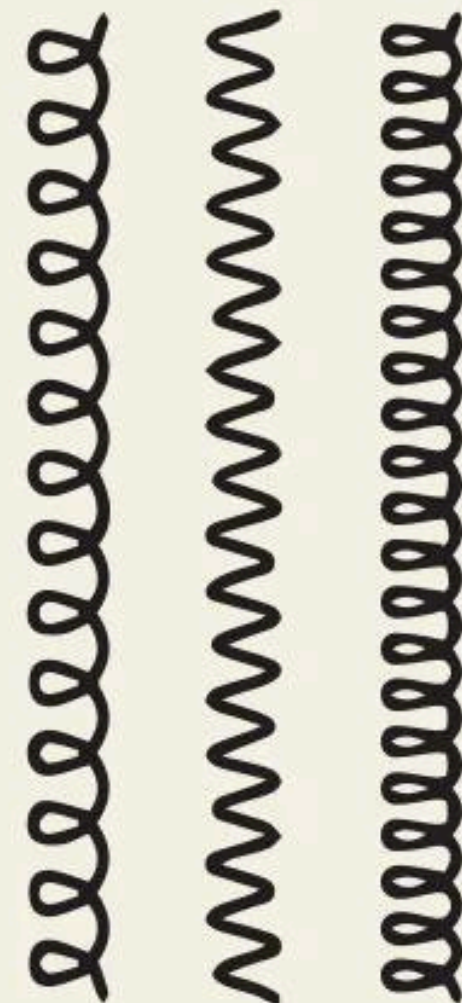


3a

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Type 4: Coily



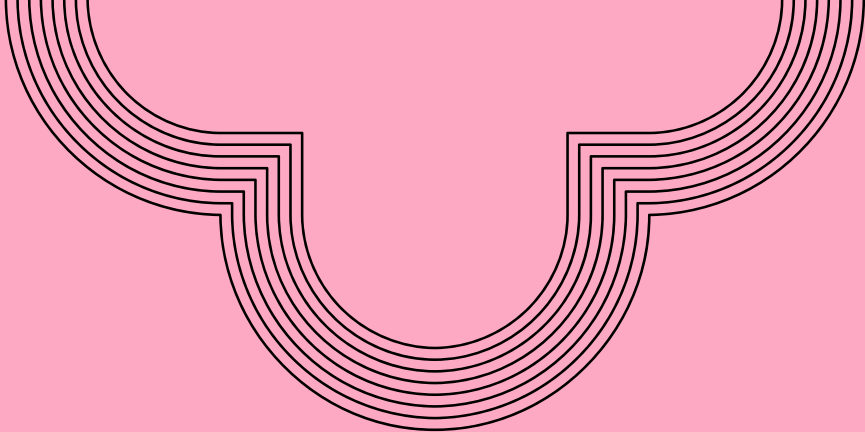
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Everyone with curls has a unique set of curls, but has anyone ever wondered, 'What is my curl type?' From loosely wavy to tightly curled, there are a variety of curl types and each deserves its own special care. Curl care is not a one-size-fits-all concept - what works perfectly for one curly mane may not be suitable at all for another. It's about understanding the individual needs of each curl type and using the right products and techniques to care for, define and style curls.

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Event concept

One of our goals with the CURL FESTIVAL is to celebrate the diversity and beauty of different curls and to create a platform for brands to showcase their products and services. Empowerment, education and entertainment are also important pillars of our festival that we want to offer our visitors. We strive to send a positive message while building a community that supports and inspires each other.



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01

CURL FESTIVAL

Highlights

The CURL FESTIVAL will offer a variety of highlights, including inspiring hair workshops and demonstrations. A hair care market will offer visitors the opportunity to discover a wealth of products from local and international suppliers. Live performances by DJs will provide the right atmosphere and good music. There will also be a kids' corner to provide an entertaining experience for the youngest visitors.



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02

CURL FESTIVAL

Target group and reach

Our target audience includes people of all ages who are interested in hair care and curl culture. We expect visitors from all over the region, including young adults, families and hair care enthusiasts. At least 3000 people are expected to attend. The Curl Festival offers a diverse program that has something for everyone, regardless of age or background.

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03

CURL FESTIVAL

Sponsorship opportunities

Our sponsorship packages offer a variety of opportunities to showcase your brand and engage with our audience. These include branding on event posters, fyers and digital promotional materials, on-site exhibition space, VIP invitations and more.



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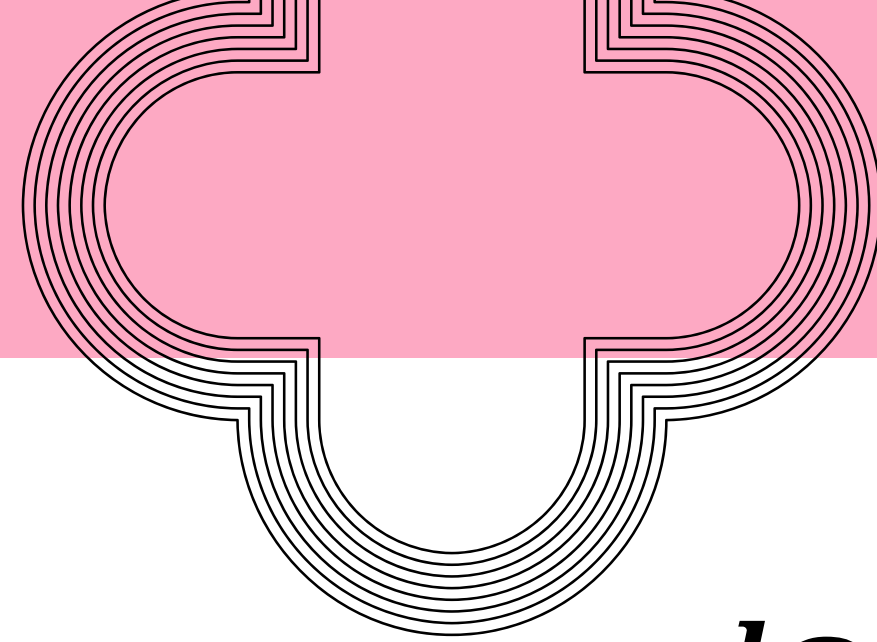
04

CURL FESTIVAL

Exhibitor information

We offer various stand options for exhibitors, from standard stands (from 2x2M + two tables and two chairs) to premium stand spaces with increased visibility. Registration takes place via e-mail joy@curlfestival.de and includes the opportunity to present your products and services to a highly interested audience.





Interested?

THEN GET IN TOUCH!



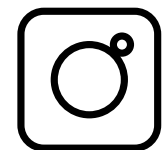
www.curlfestival.de



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[Afrohausberlin](#)

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Thank You

“Self-care is not selfish”

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