



**NATURAL HAIR & LOCKEN
EXPERTS**

www.curlfestival.de

AFRO HAUS
presents the
CURL FESTIVAL

When: Sunday, 31 August
2025
12 noon to 10 p.m.

Where: MAAYA
Revaler Str. 99
12045 Berlin

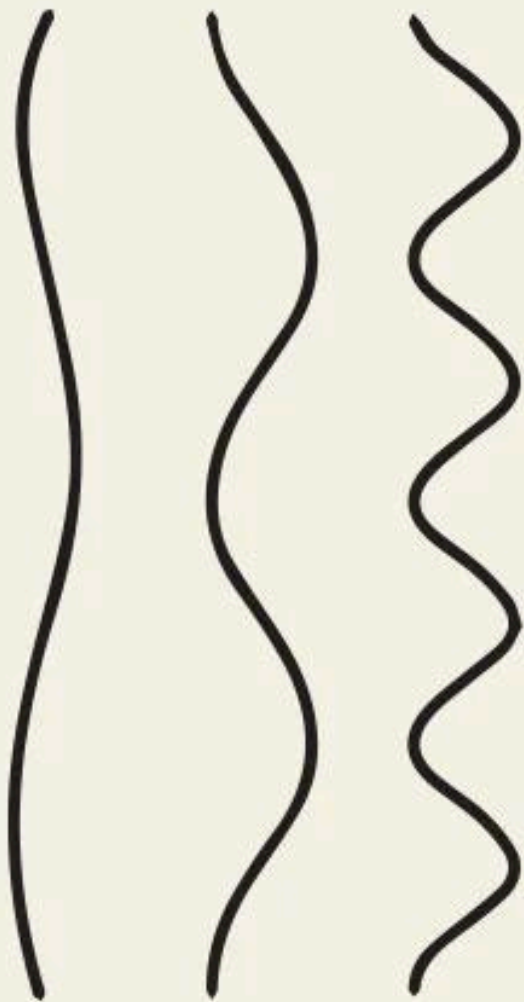
Hello and Welcome

Welcome to the
CURL FESTIVAL 2025!
The CURL FESTIVAL is a celebration
of curly hair, beauty and curly
culture and will take place on 31
August in the beautiful MAAYA in
the heart of Berlin, near the Spree.

**CURL
FESTIVAL**

What's your curl type?

Type 2: Wavy

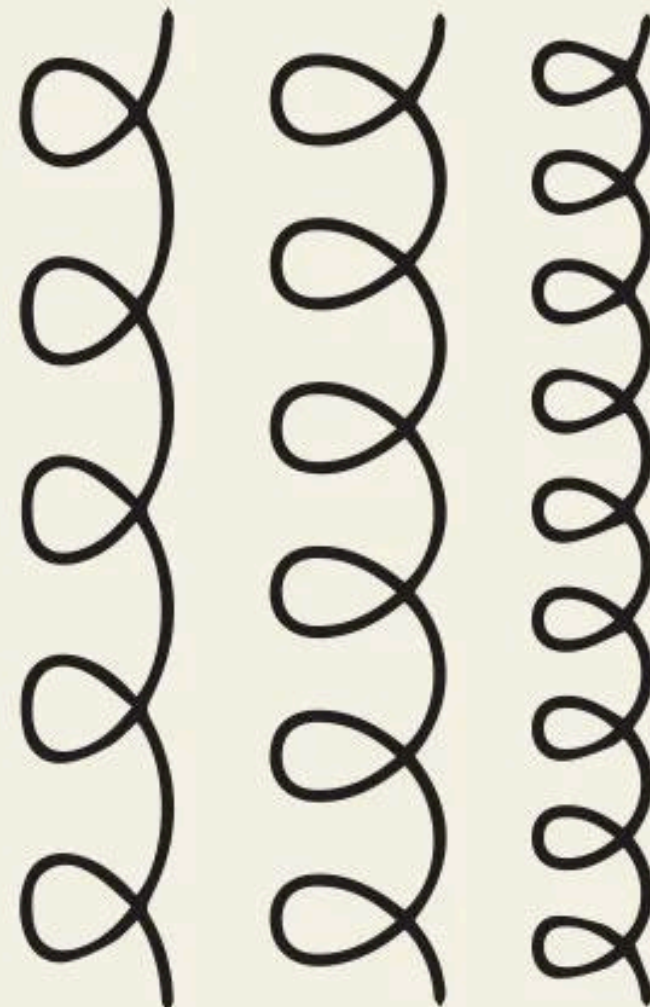


2a

2b

2c

Type 3: Curly

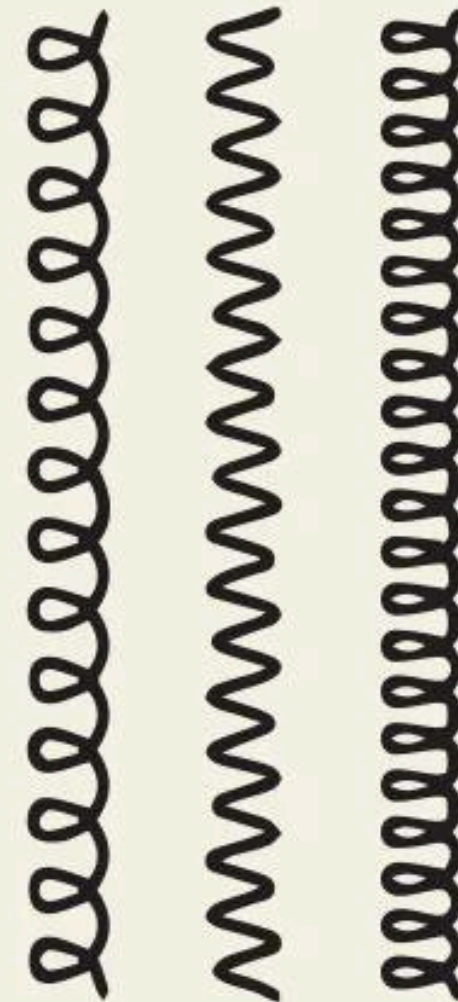


3a

3b

3c

Type 4: Coily



4a

4b

4c

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.






04

CURL FESTIVAL

Exhibitor information

We offer exhibitors a range of stand options,
from standard stands
(310 x 250 x 250 cm / covered)
to premium stand areas with increased
visibility. Registration is via email at
joy@curlfestival.de and includes the
opportunity to present your products and
services to a highly interested audience.



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Interested?

THEN GET IN TOUCH!



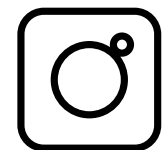
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joy@curlfestival.de



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Thank You

“Self-care is not selfish”

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