PRESS KIT

13th edition · 6 & 7 June 2026

Parc Floral de Paris

#TheHomeComing

The largest event dedicated to Black and mixed-race women in Europe

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Press contact

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01 · The story of NHA

In 2012, the Natural Hair Academy (NHA) was born from a simple conviction: French Black and mixed-race women deserve a space to celebrate their natural hair and their identity. At that very first edition, 180 attendees and 3 exhibitors showed up.

Thirteen years later, NHA has become the largest public event dedicated to Black and mixed-race women in Europe. What began as a hair-focused gathering has evolved into a major cultural rendez-vous, blending beauty, empowerment, gastronomy, fashion, music and identity celebration.

Its longevity rests on a steady philosophy: bringing together women from all over the world — from Europe, Africa, the Caribbean and the United States — to celebrate their differences, their similarities, their uniqueness and their solidarity.

Continuous growth

180	**10,000**	**23,000**	**30,000**
attendees in 2012	attendees in 2022	attendees in 2024	attendees in 2025

02 · NHA in numbers

The 2025 edition at a glance

30,000 attendees	**300** exhibitors	**6M** social media reach	**+30%** vs 2024

€120 average spend per attendee	**97%** intend to return in 2026	**30 yrs** average attendee age	**40,000** newsletter subscribers

The NHA community

NHA brings together a loyal and engaged community that lives well beyond the two days of the event:

- 73,000 followers on Instagram
- 69,000 fans on Facebook
- 40,000 newsletter subscribers
- 6 million people reached on social media in 2025

03 · #TheHomeComing — 2026 edition

For its 13th edition, NHA returns to Parc Floral de Paris, a natural and luminous setting in perfect harmony with the warm spirit of the event. This return to the roots inspired the theme of the edition: #TheHomeComing.

Parc Floral offers what few Parisian venues can provide: large outdoor spaces for exhibitors and happenings, pavilions for conferences and workshops, a natural and timeless atmosphere — and the magic of the first weekend of June.

Key dates

Friday 5 June 2026	Exhibitor set-up
Saturday 6 June 2026	Doors open to the public — 9:30 AM
Sunday 7 June 2026	Doors open to the public — 10:30 AM
Sunday 7 June 2026 evening	Tear-down

> *"In 13 years, NHA has gone from 180 women gathered in one room to 30,000 attendees coming from all over Europe. #TheHomeComing is the celebration of how far we have come together, and the promise that the best is yet to come."*
>
> **Gwladys Mandin, Co-founder of NHA**

04 · The programme

NHA 2026 will offer two days of a rich and varied programme, structured around six complementary worlds:

The exhibitors

The heart of the event: 300+ beauty, fashion, food and culture brands gathered under one roof. The largest gathering of brands dedicated to Black and mixed-race women in Europe.

The conferences

Inspiring speakers tackling themes of empowerment, mental health, entrepreneurship and identity. Voices that resonate well beyond the event itself.

The workshops

Hands-on, participatory sessions: makeup, hair care, DIY product creation, sport, meditation and much more. Immersive formats that send attendees home with new skills.

The happenings

Carnival, photo activities, textile customisation, dance classes, double-dutch… NHA is also two days of celebration and collective creativity.

The kids' village

A dedicated space for the youngest with age-appropriate activities: dance classes, art workshops and entertainment. A moment for the whole family to enjoy the event together.

Celebrities & influencers

NHA is the must-attend rendez-vous for Black and mixed-race personalities from Europe, Africa, the Caribbean and the United States. Every edition gathers familiar and inspiring faces.

05 · The exhibitors

With 300 exhibitors in 2025 (+50% vs 2024), NHA is the largest gathering of beauty, fashion, culture and food brands dedicated to Black and mixed-race women in Europe.

Categories represented

- Hair care & styling
- Skincare & makeup
- Fashion & accessories
- Culture & lifestyle
- Gastronomy & food
- Wellness & health

Exhibiting at NHA 2026

Stands are available from €1,450 excl. VAT for 6 sqm. For exhibitor enquiries: nhaparis.com — "Become an Exhibitor" section.

+30,000	**97%**	**€120**
attendees expected in 2026	intend to return in 2026	average spend on site

A loyal, engaged and trend-setting community.

06 · Visitor information

Dates	Saturday 6 and Sunday 7 June 2026
Venue	Parc Floral de Paris — Bois de Vincennes, Paris 12th
Access	Metro line 1 — Château de Vincennes station, then shuttle
Tickets	nhaparis.com
Pricing	To be confirmed — several formulas available (GA, Premium, VIP)
Press accreditation	nhaparis.com — Press Room

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