

E EVENTS

TECHNIQUE ARTISTIC MANAGEMENT SHOWCASE

Leading the way in hairdressing, L'Oréal Professionnel offers a diverse range of events from fashion shows and competitions for young hairdressers, to trips abroad and the world-renowned L'Oréal Professionnel Colour Trophy including Regional Finals and the magnificent Grand Final. Enjoying relationships with the masters in the industry and with a strong link to fashion, these events showcase all that is celebrated in hairdressing and are unparalleled for prestige and creativity.

L'ORÉAL
PARIS
PROFESSIONNEL

EVENTS GUEST ARTISTS



ALAN EDWARDS

Twice Winner of Scottish Hairdresser of the Year, Winner of the L'Oréal Professionnel Colour Trophy 1993 and 2005, and the Scottish Region Award 2003 and 2007. Alan now divides his time educating nationally and internationally as well as working four days in the salon with clients. Due to the success of the unique Mastery Educators Programme, he now personally coaches and directs other hairdressing companies, art teams and educators.

"Our key philosophy is to be passionate about hairdressing, always growing, always learning and inspiring ourselves and others, while continually producing technically-gifted and creative young hairdressers."



CAROLYN NEWMAN

As Colour & Art Team Director at Charles Worthington, Carolyn uses her expertise in all areas from catwalk, stage and media to working with clients in the salon. Her inspiring enthusiasm for colour is infectious and her loyal and discerning celebrity client base is testimony to this. Carolyn is a colour favourite within the hairdressing industry. Her amazing technical expertise, combined with a true passion for colour means that time spent with her is a motivating experience. Her colour clinics at Charles Worthington are second to none and culminate in a personalised colour prescription in synergy with the client's personality.



DARREN FOWLER

As International Art Director for salon group Clipso, Darren Fowler is part of a brand new breed of hairdressing talent to emerge on the British Hairdressing circuit. Darren has won a host of awards including the 2009 Sapphires Franchise Salon of the year, 2008 British Hairdressing Business Awards Salon Team of the Year, the prestigious title of British Hairdressing Awards Eastern Hairdresser of the Year and the coveted L'Oréal Professionnel Colour Trophy in the men's category. This is testament to his skill and success in both the men's and women's hairdressing arena. Darren is also a member of the L'Oréal Professionnel Global Artistic Team.



HARINGTONS ART TEAM

The award-winning Haringtons Art Team inspire, educate and motivate hairdressers the world over with seminars and workshops that combine fashion, creativity and inspiration. The talented team are responsible for producing the company's photographic work and images as well as international shows for L'Oréal Professionnel and Fashion Week. An incredible wealth of knowledge of the catwalk, combined with over 25 years industry experience and a mutual passion for hair, makes them one of the most exciting and influential teaching teams. The team are recognised for skillfully translating this wealth of experience into a clear, easily understood format for students.



ANGELO SEMINARA

Angelo's creative drive and passion has captivated clients and colleagues at Trevor Sorbie and inspired the work of hair professionals the world over. He has worked with celebrities such as Erin O'Connor, Naomi Campbell and Yasmin Le Bon and designers from Stella McCartney and Alexander McQueen to Gucci and Chanel. He is three times a winner of Avant Garde Hairdresser of the Year and became a member of the BHA Hall of Fame in 2005. Angelo won British Hairdresser of the Year 2007 and also became the Fellowship Hairdresser of the Year 2007. Angelo was one of the hairdressers that headlined the L'Oréal Centenary show in Paris.



CHARLES WORTHINGTON ART TEAM

This dynamic team uses its expertise and experience of working in fashion and media to deliver creative education which is not only inspiring, but also at the cutting edge in terms of trends and techniques. Their mission is to innovate and inspire by pushing creative boundaries. They aim to share their vision with you, from cutting and colouring to styling. Constantly evolving and developing is the key to enhancing your skills and they will encourage you to creatively stretch yourself.



GUY KREMER

Voted one of the world's top educators, Guy Kremer is on the cutting edge of fashion, famed for his ability to mix technical innovation with commercial prowess that provides motivation and inspiration. His salon is twice winner of the L'Oréal Professionnel Colour Trophy and he is a member of the British Hairdressing Hall of Fame. Guy Kremer was the first to win Men's Stylist of the Year at the British Hairdressing Awards and his salon was the first to win the L'Oréal Professionnel Men's Image Award in 1998. Elegant and sophisticated, Guy has the knack of showing how to master long hair effortlessly and creatively.



INDIA AND JASON MILLER

Exciting, passionate and creative: three words that illustrate Jason and India Miller's inspiring approach to hairdressing. As International Creative and Artistic Directors, their stimulating and imaginative work is recognised worldwide for its leading edge quality and style. Continually influencing global audiences with educational and motivational shows, seminars and workshops they spearhead the talented Charlie Miller Artistic Team, whilst playing a vital role in the family's successful five-salon business. Holders of numerous industry accolades, they are inspired by art, fashion and photography and continue to stretch the modern vision, ensuring that the UK hairdressing industry remains the best in the world.



TIM HARTLEY

Tim Hartley has carved out a fresh perspective on thought-provoking education and inspiration in hair, applying his enduring talents and innate gift for blurring the boundaries between hair and fashion, to stage shows, seminars and intimate workshops. Tim has made architecturally-inspired and fashion-informed hair his trade mark, founding a company that allows him to focus solely on the creative process.

"I blend my unique precision-cutting techniques with traditional methods for shaping and dressing hair which allows me to combine the wearable with the avant-garde in a way that is totally fresh and new," says Tim.



**TREVOR SORBIE
ARTISTIC TEAM**

The Trevor Sorbie Artistic Team believes that education is the key to success. Winners of numerous awards including British Hairdressing Awards Artistic Team 2005, 2006 and 2007 the team is made up of highly respected stylists including International Creative Director, Angelo Seminara, Artistic Director, Johanna Cree-Brown and International Technical Director, Nathan Walker. Fashion plays a key role in the team's activities and they have worked on fashion shows for names like Christian Dior, Louis Vuitton, Gucci, Dolce & Gabbana, Alexander McQueen, Vivienne Westwood and Jacob Kimmie.



**TONI&GUY'S COS SAKKAS
AND LYNSEY ASHTON**

Cos is widely recognised as a creative driving force within the industry and won the Newcomer of the Year Award in 1999 on his first attempt at the British Hairdressing Awards. Most notably he is the current winner of London Hairdresser of the Year 08/09, and has recently been shortlisted again as a finalist for 2010, an amazing achievement. With 13 years experience at TONI&GUY behind her, Lynsey has worked on many exciting projects, including image creation for TONI&GUY campaigns and educational collections, extensive travelling representing TONI&GUY at shows and seminars – most recently on an educational tour for Japan.



SIMON SHAW

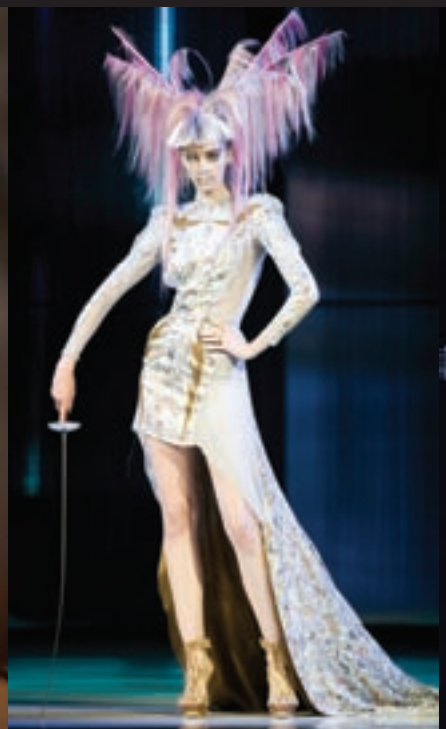
Simon is the co-founder and past director of the international award-winning salon group, Haringtons. He has spent 30 years in the industry and over 23 years creating salon culture, focusing on developing people and providing top customer service. Having toured the globe, he is a constant source of creative leadership and has a proven talent coaching both teams and individuals to success – he passionately believes that people are key to every successful business. Simon's entrepreneurial experience and unique coaching approach have proven to be successfully transferable to all kinds of business.

L'ORÉAL PROFESSIONNEL COLOUR TROPHY 2010

The L'Oréal Professionnel Colour Trophy is the world's largest, most forward-thinking live hairdressing competition. Celebrating the Parisian heritage of L'Oréal Professionnel in professional hair colour this competition continues to inspire the stars of the future, and is supported by the crème de la crème of the hairdressing industry. It is without a doubt the most fashionable, catwalk trend-inspired hairdressing competition in the UK, and is open to any hairdresser who is passionate about hair colour and fashion.

The Regional Finals are a must-see and showcase designers direct from the catwalks of London Fashion Week. The competition for a place at the Grand Final in each of the four award categories gets stronger and stronger each year. The L'Oréal Professionnel Colour Trophy is a must for salons who relish a challenge, and who are absolutely serious about taking their career to the next level.

To find out about what you need to do to take part in this amazing competition, call 020 8762 4200 or speak to your L'Oréal Professionnel account executive. You can also log onto the L'Oréal Professionnel Colour Trophy website: www.lorealcolourtrophy.com. Dossiers are available from the beginning of January 2010, and the dossier entry closing date is still to be announced.



L'ORÉAL COLOUR TROPHY

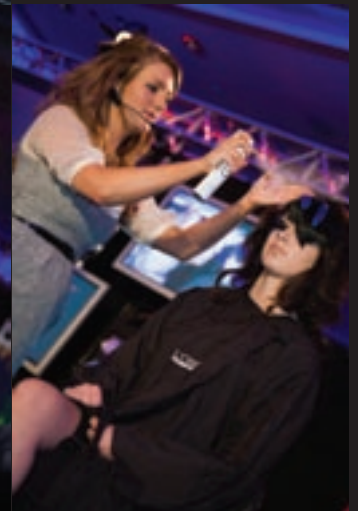
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TALENTSPOTTING 2010

This highly original competition has been searching for young stage stars of the future for over a decade. Aimed at young hairdressers with a passion for stage work, Talentspotting has discovered some of the industry's brightest lights. With nothing quite like it in the industry, Talentspotting is a must for hairdressers aged 26 and younger who want a unique competition experience.

For more information contact the L'Oréal Professionnel Events Department on 020 8762 4193.



VOICES

GUEST ARTISTS: Alan Edwards; Angelo Seminara; Carolyn Newman and The Charles Worthington Art Team; Darren Fowler; Guy Kremer; Haringtons Art Team; India and Jason Miller; Tim Hartley; TONI&GUY's Cos Sakkas and Lynsey Ashton; Trevor Sorbie Artistic Team

OBJECTIVES

A unique opportunity to see some of the most inspirational, successful and talented UK artists. VOICES is a series of evening events in the London and Manchester Academies at which the latest collections will be performed by some of the industry's most inspiring names. Whether it's commercial cut and colour or avant-garde looks, this is a must-see for any stylist or technician.

STUDENT PROFILE

Any stylist or technician.

DURATION/PRICE

FORMAT

Stage presentations (demo only)
7.00pm - 9.00pm

TICKET PRICE

£60



Tim Hartley



NEW! BUSINESS VOICES

GUEST ARTIST: Simon Shaw

OBJECTIVES

Responding to the current demand from our salons for greater business insight we bring you Simon Shaw, who has truly 'walked the walk'. Share his knowledge and experience for the benefit of your salon. Simon's approach is new and refreshing – he believes success is not just about the numbers. With his business partner, Simon created his first salon in 1984, growing it into an award-winning international salon group with in excess of 400 staff across 21 sites. Join Simon and share in the magic of this success.

STUDENT PROFILE

New and existing salon managers and salon owners.

DURATION/PRICE

FORMAT

Stage presentations (demo only)
7.00pm - 9.00pm

TICKET PRICE

£60

CATWALK SHOWCASE 2010

OBJECTIVES

Once again for 2010, L'Oréal Professionnel's technical and id.artist team will bring the coming season's collections to life across the country in March and September. These educational events will simply demonstrate how the trends for the coming seasons are translated from catwalk to high street. Team members will be educated and inspired as they learn about the latest cutting techniques, colour collections, fashion styles and how these work with the latest clothing and make-up trends.

STUDENT PROFILE

Any stylist or technician.

DURATION/PRICE

For further information and ticket price, please talk to your L'Oréal Professionnel Technical Representative or call 020 8762 4200.



EXPOSURE TOUR 2010

OBJECTIVES

If you enjoy travelling, meeting new people, watching inspirational hairdressers at work and learning more about our fantastic industry, then you cannot miss the L'Oréal Professionnel Exposure Tour 2010. This tour visits some of the world's most exciting and best loved cities. This unforgettable three to four day trip will inspire and entice you to further your career and expose you to the top of the industry. This is a fabulous opportunity to sit back and relax while all arrangements are made for you.

STUDENT PROFILE

The subsidised price will include:

- All flights and transfers
- Food and accommodation in a top-end 4 star hotel
- A visit to the prestigious L'Oréal Academy situated in a prime location of the city
- A day of hairdressing seminars including the high profile UK guest artists and international guest artists
- Free day to enjoy the city at your leisure and soak up the atmosphere of a buzzing destination

DURATION/PRICE

Dates and locations for 2010 are to be confirmed. Please contact L'Oréal Professionnel Events on 020 8762 4193 for further information.

* All information is correct at time of printing and subject to change

Steve Rowbottom and Andrew Collinge Exposure Tours, 2009



EVENING OF COLOUR

OBJECTIVES

A unique opportunity to see some of the most inspirational, successful and talented artists at this evening packed with top names and dedicated to colour. Artists will share their creativity, expertise and specialist skills to help you drive and focus your creativity in colour. Whether it's commercial colour or avant-garde, this is a must see for any colour technician.

Please call the L'Oréal International Academy for details on guest artists and dates.

STUDENT PROFILE

Any colour technician.

DURATION/PRICE

FORMAT

Stage presentation (demo only)
7.00pm - 9.00pm

PRICE

£50

Hair by Yesmin O'Brien & Skyler McDonald, Sean Hanna, for L'Oréal Professionnel Colour Collections Autumn/Winter 2010

