

FM



FELLOWSHIP
FOR
BRITISH HAIRDRESSING
"STRENGTH THROUGH QUALITY"



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cover story

Mark Leeson discusses the shoot that his award-winning image was created on.

The concept...

I called this collection Spellbound and it was quite a different direction for me. The look was a lot edgier than I would normally do, but I really wanted to do a collection of strong, short haircuts. The reason for this was because a lot of the work out there at the time was quite similar, with a lot of it merging into the same kind of look with long, floaty hair. I like to see what's happening and then try to break away from the mould - and this is hopefully what I achieved with this shoot.

The cut...

The idea was to create a collection of short, graphic cuts, which were beautifully coloured and have the Mark Leeson signature look still. I made sure that the colours were still soft, with a sleek, polished finish that I always endeavour to create.

The colour...

The colours on this look were very much based on working with the cut. The top section was isolated, the under-cut section was coloured from root to tip with a caramel colour, which was also applied to vertical slices that were taken at the crown area, falling towards the teardrop fringe. The remaining sections on top were pre-lightened and toned with a champagne blonde.



The shoot...

The day itself was very organised indeed! I do believe this is the key to a successful shoot. All the hair was prepped the day before which meant we just needed to style it on the day. It's essential to always stick to the brief on the day of the shoot, and whilst some tweaks can of course be made, we never go off-brief on the day because in my experience it never quite works when you do. With a colour shoot, it's really important to decide the way you want the image photographed before you do the colour - so for example with my winning image, I knew it would be shot from the side and that the colour needed to be very strong from that angle.

The look was a lot edgier than I would normally do, but I really wanted to do a collection of strong, short haircuts.

The look...

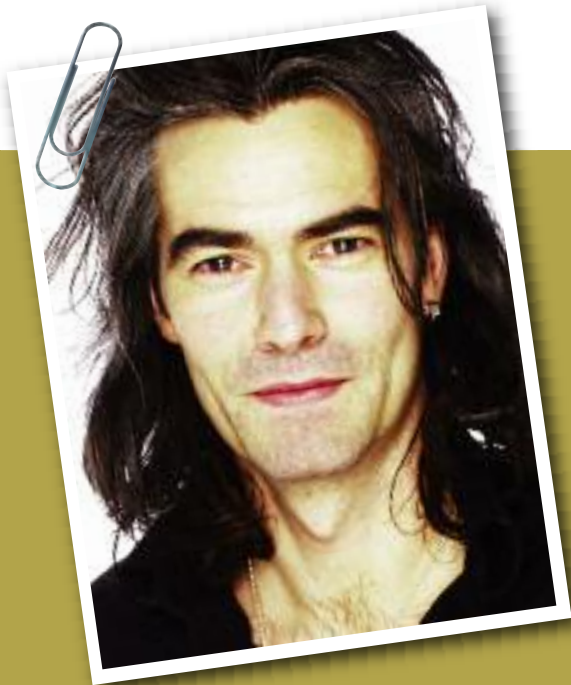
This look is very much a trade look; however it is also desirable to the consumer too. Shoots are a big expense, and I always make sure that every collection I do will appeal to my clients and have a commercial edge to them. The look has to be about beautiful, desirable and sexy hair - even if my clients don't necessarily want that look, it has to appeal to them and they have to look at it and think it's inspirational.

The team...

For this shoot I worked with a team who I have worked with on many occasions. Bernard Connolly did the styling, Andrew O'Toole was the photographer and the make-up artist was Victoria Baron. It was a great day; we were all well prepared and everyone understood the brief so thankfully it all went to plan.



presidents *letter*



I have to say it is a true honour and genuine privilege to have the opportunity to preside over this fine organisation in my role as President. In doing so I pledge to further and continue the combined efforts of the 32 previous Presidents who have ensured that our organisation is held in the highest global esteem.

Time marches by and I can't quite believe we're already into the second quarter of 2011, a year that seems set to be a difficult one for small businesses throughout the UK. As a colourist and salon owner myself I'm acutely aware of the increased costs we will incur and the 'squeeze' that inevitably will have an impact on the bottom line profit of the majority of our member salons.

With this in mind I see the Fellowship as an ideal partner to ensure our salons (and teams within), ride out this storm with a focused eye on the artistic side of our craft. Together we are to look to the continued efforts to drive the public at large into member salons throughout the country.

The drive to put 'derrieres' on seats has already begun in earnest with our debut consumer collection, Signature Styles Spring/Summer 2011. Media coverage has been fantastic and with the Signature Styles Autumn/Winter collection now in the can, plus a stand alone collection by our Fellowship Hairdresser of the Year, Sacha Mascolo-Tarback, we can look forward to even greater coverage.

The Fellowship PR Angels work tirelessly in the background to ensure as wide an audience as possible hear about the combined efforts of the Fellowship and its members – thus generating consumer interest in our organisation. As part of attracting consumers to bosom we're also in the process of re-vamping our on-line presence. Social networking sites are fast becoming the tool for communicating in general so these essential portals, alongside our website are being carefully reviewed. In doing so, giving the Fellowship a voice that will enable us to not only keep you in the loop of all the wonderful

events on our calendar, but prospective clients can be driven to our member salons.

As promised – Pro Hair Live! proved to be a fantastic event that saw the Fellowship taking centre stage with an all-star line up. An amazing venue it promises to be a main event in the Fellowship calendar. Talking of events, Power Night! scheduled for May 23rd with the iconic Tony Rizzo has to be rescheduled due to Tony's international commitments. Will advise in the next issue of the new date. Those of you who have already booked a ticket for this event will be assured a ticket on the revised date.

Alongside this workshops have been running the focus of which have been the art of PR & Branding hosted by some of the top names in the public relations sector – Louise Wood and Harriet Evans with guest appearances from the Fellowship's PR Manager/FM Editor Julie Bellinger-Gibb, and scribe Maria Weijers. Award Winners Night hosted at the Sassoon Academy saw top industry names share an up-close and personal evening imparting wisdom. And, of course our late Presidents Night of Burlesque – a fitting tribute to an amazing, deeply missed guy.

This evolution must continue and will not stop. It is the very lifeblood of the Fellowship; as is this publication which I do hope you enjoy. The new format has elevated a good read into *essential* reading.

Mark Creed

President

THE FELLOWSHIP'S

PRESIDENTS NIGHT

FELLOWSHIP PRESIDENT'S NIGHT 2011 WAS A BURLESQUE
EXTRAVAGANZA AND A FABULOUS TRIBUTE TO TERRY CALVERT



This year's Fellowship President's Night was always going to be a special one. The burlesque extravaganza held at London's Sheraton Park Lane Hotel, was the brainchild of much missed former President Terry Calvert, who tragically lost his battle with cancer in February. While there was a element of sadness to the occasion, it was also a great send off for one of hairdressing's most loved personalities.

Another former President, Sean Dawson, hosted the event with his usual mix of humour and passion for the industry. "We are here to celebrate all that is good in our industry," he told guests.

This year's event also marked a unique collaboration with hairdressing industry charity HABB – a cause Sean was quick to call on everyone present to support.

The most poignant part of the evening saw Terry Calvert's widow take to the stage and thank the industry for its support during a very difficult two months.

"I would like to thank all of you for the help and support received. We have received such wonderful messages of how Terry had been part of your lives. Anne Herman has been like my second mum," said Lindsay. *"Terry saw the position of president as a true*





honour. His enthusiasm rubbed off on many. Terry was very excited about the organisation and hosting his first President's Night, although some of his original ideas did border on the inappropriate."

Honouring Terry's vision for the night, 20 of the industry's biggest names created their interpretation of burlesque, with their stunning models walking the length of the room to ensure everyone gathered had the chance to take in their decadent hair and clothes.

Continuing the delightfully decadent theme were two performances from burlesque dancer Billie Rae, who wowed the crowd with her tastefully tantalising performance.

On a more serious note, the HABB Honours Awards saw three of the industry's bravest and most compassionate members recognised.

Winner of the award for Outstanding Courage was hairdresser Daniella Richards, who has overcome several bouts of serious illness from the age of eight, remaining upbeat and never



complaining. The Compassionate Caring award went to Janet Maitland whose charity work and generally caring nature has "changed the course of numerous lives".

And taking the President's Award for their fundraising efforts over the years was the Clipso Salon Group.

The evening also saw the official handover of power to the next President, Mark Creed of Philosophy in Oxfordshire – formerly the Fellowship's Vice President.

"It really is a fabulous and true honour and privilege to be standing here in this position," said Mark. "It is my intention to continue the work of my predecessors and take the work of the Fellowship to the consumer. The Fellowship will become a by-word for quality hairdressing. I pledge that I will do all that I can to raise the profile of all member salons big and small."

While Mark is bound to make a huge impression during his time as president, President's Night 2011 belonged to one man – the late, great Terry Calvert.

MEET THE MEMBER

Barrie Stephen

The Barrie Stephen Hair brand is recognised industry wide with a host of awards from Most Wanted Business Pro to Hair magazine's Salon Stylist of the Year. And most recently the salon group enjoyed a double whammy of titles, being crowned Most Wanted Best UK Local Salon and Best Salon Team at the British Hairdressing Business Awards. With a quartet of quality salons in Leicestershire, Barrie Stephen is on a mission to provide red carpet gorgeous hair and he is without doubt the hairdressing pride of Leicestershire!

TALK BACK

What do you see outside your office window? The gorgeous tree-lined New Walk.
What's the best thing about the area where your salon is? Hip, chic bars and Leicester's thriving business quarter mean the salon's in the cool area of the city.
Describe your salon in three words? Quality, lush, practical.
What's the first thing you do when you get into the salon? Check the lightbulbs!
What do you see outside your window at home? Acres of fields and stunning countryside.
Describe your home in three words? Quirky, contemporary and wow.
What's the first thing you do when you get home? Pour a glass of red.
What's for dinner tonight? Salmon and spinach.
How do you relax? That's either unwinding at the gym with a workout or walking my lovely dog Poppy.
What's on your bedside table? Alan Sugar's autobiography at the moment.
New or vintage? Both.
Shower or bath? Shower.
Tea or coffee? Coffee.
Meditation or conversation? Conversation.
What's your favourite fragrance? Bang by Marc Jacobs, I love it.
What's your favourite soundtrack? Dirty Dancing – it's a classic.





Meet the Mentor

Darren Ambrose

FM got up close and personal with D&J Ambrose Creative Director...

the least fashionable thing I do...

...I sometimes eat badly and think that by taking a handful of vitamins the next day I will counteract the excess.

SHOPPING IS A PLEASURE IF...

...you know what you want to buy and where you want to buy it from. Wandering aimlessly in the shops is not a joy.

discovering new talent is exciting...

...because it opens your eyes to just what is out there, it's inspirational when you feel you will be able to nurture and help a star of the future.

ONE HAIRDRESSING MOMENT I WON'T FORGET...

...is winning newcomer of the year, the first time I entered. Terry had mentored me and encouraged me, it was a magic moment.

one of my first hairdressing memories...

...working a manic pre xmas week at Clipso for my work experience when I was 15 and was really under the influence of the punk movement – it was a mind blowing week.

one of my favourite memories...

...is the birth of my daughter, Tennyson.

I AM NOT VERY GOOD AT...

...DIY, my wife, Jackie had to teach me how to hammer in a nail.

SOME PIECES ARE TOO GOOD TO LET GO...

...I do have a pair of white boxer shorts, they are not good, but are very airy and comfy – Jackie would like to bin them

ONE OF THE MOST TREASURED ITEMS IN MY WARDROBE IS...

...My Alexander McQueen suits and coat

THE BRITISH HAIRDRESSING SCENE...

...the best in the world

I first became aware of the Fellowship...

...whilst working alongside Terry Calvert at his salon in Watford. He introduced me and Jackie to the Fellowship luncheon – we have been every year since.

as a hairdresser I use my instincts...

...to read peoples body language and work out how they would like to project their personality and image.

MY TRADE MARK IS...

...is that I think outside the box, I see things from different angles which is why I love avant garde and session work so much.

IF I COULD SWAP LIVES FOR THE DAY...

...I love my life, but I wouldn't mind being a lottery winner for one day and recklessly spending all the money in one day.

THE FELLOWSHIP FOR BRITISH HAIRDRESSING

SIGNATURE

STYLE COLLECTION

SPRING/SUMMER 2011



YOUR EXCLUSIVE PULL-OUT SECTION



ANDREW COLLINGE

"The look I've created is a quintessential Andrew Collinge look: desirable, wearable hair in fantastic condition and a beautiful rich colour, a versatile style which can be worn in a variety of ways. It can be worn smooth, tucked behind the ears or dressed to be more glam after setting on Velcro rollers. A feminine, easy to handle style, the feeling of which will draw women into the salon, if not the exact same style."



NICKY CLARKE

"My look is a versatile short haircut which I've blow-dried her hair off her face for a strong look with an 80s vibe. Hair today is about versatility. We can style using wet and electrical products and are in a far superior position as hairdressers than we've ever been. We can go from a raw finish to something sleek and quite kittenish."

"We are seeing the return of haircuts that don't have to rely on a wealth of products, but are built on a great base. It is all about a great haircut that you can wash and leave; there've been too many years of people relying on products to get what they can out of bad haircuts. 2011 will see a return of people enjoying a good haircut and edgier styles with strength."

SIGNATURE
STYLE COLLECTION



BEVERLY C

"So for my look, I've focused on the styling and dressing of a haircut, in this instance, the versatility of a bob. It's not about the technicality of a haircut but its style potential. We've just come out of the straightening era which went on for such a long time and we're now seeing a return to more three dimensional looks, ones with curl and movement."

"Because hair straightening was in vogue for so long, many younger hairdressers are inexperienced at styling hair because they've never had to. They don't know how to manipulate hair and because of that, aren't transferring dressing skills onto their clients. The art of dressing hair needs to be brought back because clients are now looking for a haircut with plenty of style versatility."



MARK LEESON

"I've created a beautiful cut and colour which screams 'wear me' to the consumer. It's a look which is wearable and desirable, perfect to display in salon windows or to publish in the consumer press. It's not a complicated style, it's easy on the eye and easy to maintain and one which many girls would love to have."

"It's one haircut, strong yet playful and easy to adapt from day to night. I've dressed it in two different ways. The first finish is sleek and sexy, the other very catwalk with a quiffed front, achieved by raking through three little barrel curls to create the shape and styling using a dry paste for texture and hold."

SIGNATURE
STYLE COLLECTION



BERNARD CONNOLLY FASHION STYLIST

Bernard Connolly has styled so many models for so many award-winning collections – we've lost count. A passionate believer in the camaraderie and ethics of the Fellowship, he happily gave his time and talent to this photoshoot, viewing it as a way of giving back to an organisation whose members have always supported him and welcomed him into the hair world with open arms.

"The Fellowship presents a wonderful platform for the industry to come together on many levels," says Bernard. "The sharing of ideas and concepts is so lovely, so refreshing. In my territory – fashion – it's all so guarded, people hold onto their ideas, they don't share."



LAUREN MATHIAS MAKE-UP ARTIST

Lauren Mathias was chosen to do the make-up for the Fellowship shoot; she knows something about the organisation, having worked on some of its members shoots.

"I like the fact that the Fellowship helps others to explore creative possibilities," says Lauren. "It allows for lots of shared ideas and seems to be a great way for like minded hairdressers to meet up and chat."

"The results of this shoot will be a good way for the public to begin to see what the Fellowship is all about, especially as the hair looks are fashionable and accessible, styles they can easily identify with."

"To set off the hair, I've made the make-up easy on the eye, fresh and natural and very wearable. The type of make-up quick and easy to do yourself and not at all intimidating or over done."



DESMOND MURRAY PHOTOGRAPHER

"As I'm a hairdresser as well as a photographer, it's a great honour – and also quite weird – for me to be working with these award-winning hairdressing icons."

"The hair being created is simple, friendly and my job is to make the models – two of which are not professional – and the hair look really good, so the consumer can really appreciate the results and so there's plenty of material for maximum press usage."

"That's why I've shot a combination of head and shoulder, three-quarter body, side and back view – a complete 360 degree take on the looks."

"I didn't want anything to take away emphasis on the hair, no shadows or moodiness, just tasteful, commercial photography, so chose a white backdrop for simplicity and consistency. Quite a challenge for me as I usually do quite edgy stuff."



AN INTERVIEW WITH...

Mark Leeson

Marvellous Mark Leeson is the consummate professional. He's a brilliant hairdresser, genius colourist, excellent educator and a charmer too boot. Maria Weijers asks The Fellowship's Consumer Image of the Year Award Winner to share his thoughts on hair photography.

With a reputation for possessing the finest finishing skills in the industry, award-winning hairdresser Mark Leeson is known for producing the most beautiful and striking photographic collections. His stunning photographic work has been featured in magazines all around the world and his latest accolade is to be honoured by The Fellowship with its Best Consumer Image Award 2010.

"Last year we had over 30 magazine covers throughout the world, and every one of them meant something to me," says Mark. "My PR gets requests every day from international magazines wanting our work and it just makes me feel so proud that the press want to publish my images. I am grateful for every image that's published and never take it for granted. And being recognised by my Fellowship contemporaries with this award is unbelievably rewarding."

Mark's hairdressing career began when aged 16, he began working in a salon in home town of Mansfield, Nottinghamshire. It was the giddy, glitzy 80s, a time when hair and fashion were breaking all the rules. *"Spandau Ballet and Duran Duran were massive – all the guys were having colour in their hair and it was a great time to be entering hairdressing,"* says Mark. *"There were no limits when it came to creativity."*

Training complete and with solid experience under his belt, 1996 saw Mark opening his own salon with his partner and business manager, Richard Darby. By 2006, his salon's outstanding business success meant it was time to move into a bigger, more luxurious salon in Mansfield.

The team moved into premises reflecting 3,000 square feet of luxurious tranquillity – a haven of professionalism providing the ultimate experience in hairdressing and beauty: Mark Leeson Hair, Body and Mind. It's an emporium where clients relax in sumptuous surroundings while having their hair and beauty needs taken care of by a top team of highly skilled specialists.

“My PR gets requests every day from international magazines wanting our work and it just makes me feel so proud that the press want to publish my images”

With his business solidly in place, Mark is able to give a little more focus to his other burning passion: photographic work. His signature look – stunning, beautiful, feminine hair – brings out the beauty in every woman he works with, whether in the salon, a studio, show platform or catwalk.

We asked Mark if his photographic work is primarily directed towards the consumer. *“Ultimately, every image I produce is about stunning, glamorous, feminine hair,”* explains Mark. *“I guess every woman wants to look that way, so in some ways, yes, you could say my work is geared at the consumer. My signature look is very much about making women look and feel amazing and this is what we aim to achieve with every woman that walks in the salon.”*

“I go into another zone when I am on a shoot; it’s just so comfortable for me,” says Mark. *“I always know exactly what I want to achieve and now I’m at a point where I’ve done so many shoots, I know the procedures you need to go through to get the right results.”*

“What I think the consumer wants to see in a hair picture is a look which is inspirational, but not too out of reach. I’m a colourist, so all my work heavily features colour which is wearable, sexy and something consumers could achieve.”

“Three elements I always ensure for a consumer collection is one: beautiful models oozing femininity. I never use androgynous or unconventional looking models. Two: healthy, perfectly coloured hair which is on trend, but not too much of a statement. And three: luxurious, sophisticated and sexy make-up and styling.”

Three elements I always ensure for a consumer collection is one: beautiful models oozing femininity. I never use androgynous or unconventional looking models. Two: healthy, perfectly coloured hair which is on trend, but not too much of a statement. And three: luxurious, sophisticated and sexy make-up and styling.

And does he believe great hair pictures in the salon window really can entice new clients? *“Absolutely, one hundred percent,”* says Mark emphatically. *“Your window is your biggest advert. We constantly have our collections on gigantic posters in the window.”*



It's a bit like a clothes shop displaying mannequins with clothes on; can you imagine if fashion shops didn't do that? We are proud of our collections: they're our biggest advert and it's our way of showing the world what we can achieve."

But do these shoots allow him to express his creativity and inspire his contemporaries? *"As a creative person I think it's essential to release your creativity – but in many ways I also like to inspire other hairdressers with my work,"* he says. *"Not in an egotistical way, but if I can create an image that makes someone think twice, then I feel I have helped raise the standard of British hairdressing. Maintaining high standards and flying the flag for British hairdressing is something I am hugely passionate about."*

For Mark, sharing his knowledge, ideas and skills to ensure that British hairdressing has the reputation it deserves is paramount and he works tirelessly presenting shows and seminars built on educational foundations. Recent years have seen Mark's career rise to greater and greater heights and he has won a long list of awards for his achievements.

He is most proud of winning the Eastern Hairdresser of the Year three times at the British Hairdressing Awards, which has provided him with a place amongst hairdressing's elite in the British Hairdressing Awards Hall of Fame. Other awards include

winning the British Colour Technician of the Year, the Most Wanted! Colour Expert award and now The Fellowship Consumer Image of the Year.

However – there's still one outstanding achievement he covets. *"I still have one dream,"* he says. *"To win British Hairdresser of the Year and see one of my winning collection's looks published on the front of Hairdresser's Journal."*

I also like to inspire other hairdressers with my work, not in an egotistical way, but if I can create an image that makes someone think twice, then I feel I have helped raise the standard of British hairdressing. Maintaining high standards and flying the flag for British hairdressing is something I am hugely passionate about.



Fellowship Roundup...

BY ANN HERMAN

AWARD WINNERS POWER NIGHT

How to succeed in hairdressing has never been an easy business. However, on 14th March 2011, the Fellowship for British Hairdressing Award Winners came together for an informal evening, where they spoke of the boost their awards had given them, and divulged a few of their winning secrets. In front of an audience of Fellowship members and up-and-coming young hairdressers, the Award Winners took turns to come on to the stage to be grilled by the Fellowships Chancellor Edward Hemmings and new Fellowship President Mark Creed.

First to be interviewed was Cardiff's Ken Picton, who won the prestigious Salon of the Year Award. Having been in the hairdressing business for 21 years, Ken described winning as 'fantastic,' and attributed much of his salon's recent growth to the award. *'The Salon of the Year Award has been imperative for growth of business - it is a tag you definitely want associated with your salon.'*

Next up was the winner of Consumer Image of the Year, Mark Leeson. Colour features strongly in the image, and is something Mark feels is crucial to his business.

The winner of Trade Image of the Year was Andy Heasman from Rush. Sadly, Andy was unable to be there so Stelios Andrew, Managing Director of Rush, admirably filled his seat.

Celebrity hairdresser and winner of Hair Ambassador of the Year Jamie Stevens was next to grace the stage. Describing his working life as 'a bit mental,' Jamie proved that his success on *How To Look Good Naked* and *This Morning* are the results of extreme motivation and hard work. *'I work 7 days a week, my holiday in January was my first for 3 years and I haven't had a day off since. But I love my job so it doesn't feel like work.'*

The evening was an unmitigated success, and its light-hearted tone ensured that it was thoroughly enjoyed by all who attended. The young hairdressers sitting at the front gained new insights into precisely what it takes to be a success, and for the more experienced guests, it was a chance to see old faces, catch up, and learn a few secrets along the way.

ERROL DOUGLAS HITS MONTREAL ALLIED BEAUTY ASSOCIATION

After five month's planning - and in front of an audience of 25,000 people - Errol Douglas MBE showed his worth at Montreal's Allied Beauty Association show.

Working with Mary Law, one of Canada's top make-up artists, and Jeremie and Pascal, award-winning stylists and editors, Errol's set featured no less than fourteen models. The show theme was Fibre, Shape, Balance & Form, and the models were transformed on stage with fibre forms and graphic haircuts from Errol's 2010 Rankin British Collection.

Despite the sub-zero weather conditions, the auditorium was full to capacity, with a high level of local press and television crews in attendance. The passion and enthusiasm in the room was incredible, and Errol was particularly exhilarated with the faultless way the backstage team brought the whole show together.

The show kicked off Errol's world tour for Matrix; by the end of the year he will have toured through fifteen destinations. Errol's Matrix Fusion Tour is UK based, beginning in London and finishing on the Isle of Man, with dates in Birmingham, Aberdeen, Cardiff, Preston, and Liverpool in between. Celebrity hairdresser Jamie Stevens will also be joining Errol for four of the shows.



INSPIRATIONAL PR WORKSHOP

Enthusiastic salon owners from around the country joined the Fellowship PR Angels team this month for an inspirational PR & Branding workshop at the Goldwell Academy.

Subjects covered included what the press are looking for, creating a PR campaign for



the summer, how to make the best of the Fellowship's 'signature style' collection, and the do's and don'ts of social media.

After a lively day which included creating a campaign moodboard, writing press releases and firing questions at special guest Maria Weijers, the attendees left armed with plenty of 'how to' sheets, an action plan and a list of important contacts to help them get started on their brand refresh and PR campaign..

"It was a fantastic day," said Trisha Buller of Ciente. "Really fun. The girls made it all very simple and easy to follow and gave us so many ideas. It was great to exchange experiences with other salon owners too."

LETTER OF THANKS FROM LINDSAY CALVERT

Dear Friends,

Please let me thank you for the overwhelming love and support myself and the family have received at this difficult time. The flowers, cards, letters, all with

such wonderful messages and stories of Terry have been a great comfort. I know Terry would have been truly humbled by the sincere and loving memories people had of him and the impact he had on so many within the fellowship.

Terry loved The Fellowship and he was truly honoured to take on the role of presidency. It was Terry's mission to make a difference and bring it back up to date with a new lease of life. I am only sorry that he didn't manage to see it through to the end of his term. This said, the new ideas he put in place whilst he was in the hot seat will be carried forward, and I wish everyone involved every success for the future.

With Love, Lindsay Calvert

ARTISTIC THEME INSPIRES LEARNERS

Fellowship members Goldsworthy's enjoyed a fabulous night when Span Training and Development held its annual Styling competition for its learners



connected with the Oxfordshire based training company working under the theme of Avant-Garde.

Some 108 competitors from salons in Oxfordshire, Wiltshire, Buckinghamshire and Berkshire competed for top prizes in four categories. They were given just 45 minutes to produce their work in an Avant-Garde style, for which the hair and total look was judged by Brett Walker, Ross Taylor and Angela McKnight.

Competitors were split into 4 main categories: First Year Apprentice (runner up Goldsworthy's Leah Wood, third place Sarah Abley.) Second Year Apprenticeship (winner Sophie Stevenson, runner up Gabbi John and third place Tom Hardy, Advanced Apprenticeship (winner Jessica Larrard, runner up Chloe McCoy and third place Danielle Sealey) and Open. Span's Managing Director Steve North told FM: "Again our learners have pulled out all the stops. The calibre of work is of the highest order."

Chairman's Review

by Kevin Arkell

Your support at the Fellowship Presidents Night at the Sheraton Park Lane on Monday 28th March was overwhelming. The evening was a great success – raising over £10,000 for our industry charity HABB.

The evening was also a very poignant one, celebrating our Past President Terry's life. His chosen theme 'Burlesque' was saluted by 20 hairdressing icons who interpreted their vision of the evening's theme.

Marking a new era for the Fellowship it was my pleasure to introduce our new President Mark Creed. Mark has done a brilliant job in his dual role as Fellowship Chancellor and Vice-President. As Chancellor, responsible for the coordination of the wonderful Fellowship Awards Luncheon celebrated in December; as Vice-President working tirelessly deputising for our late President. Not forgetting the fact that as a Colourist Mark has been heavily involved in the Fellowship's Colour Project from its infancy. Mark therefore joins us highly qualified and I am assured will bring his own inspirational twist to the role.

I am sure you would like to join with me in not only wishing Mark every success but supporting him throughout his reign as President.



INTERVIEW BY MARIA WEIJERS

MEET THE PRESIDENT

Mark Creed: colourist extraordinaire, owner of three Philopsophy salons and now President of The Fellowship. Maria Weijers interviewed the quietly unassuming and surprisingly charismatic Mark, to reveal the detail of his hairdressing career and catch a glimpse of his Fellowship aims.

Here's a Fellowship first: a President whose speciality is the art of hair colour. What isn't a first is the lure which enticed Mark Creed into the wonderful world of hairdressing: the potential of meeting plenty of women.

"Experiencing jobs a million miles away from hairdressing – labouring on building sites, clerical work, desk bound duties in a bank – made me realise my arty side," says Mark. *"So I went into hairdressing because it appealed to my both artistic ideals – and my liking of women's company,"* he says with a wry smile.

Although hairdressing doesn't run in the family, Mark did register the impact a trip to the salon had on his Mother. *"Mum definitely showed the feel good factor when she came home after being at the hairdressers. She said it made her feel a million dollars once she'd had her hair done,"* says Mark.

Starting his training in 1985 in the Mahogany, Oxford salon, his gift for hair colour became apparent early on. (Co-incidentally, his younger brother Scott is also a great colourist, and works in Mark's Philosophy salon in Witney, Oxfordshire.)

We wanted to create a culture where clients were truly looked after in a stress-free salon – the word that kept coming up time and time again was 'philosophy'

Quickly qualifying and building a clientele even quicker in Mahogany's salons in Oxford and Bath, Mark spent 17 very varied and happy years as the company's Technical Director. The late 80s / early 90s him him on many a show and teaching platform, sharing his passion for colour both home and abroad.

But as much as he loved show work, being increasingly removed from clients made him sorely miss the reality of salon life and salon work. Recognising it as the right time to move on, he opened his own business in 2002 in Witney (Prime Minister David Cameron's constituency), Oxfordshire, along with fellow partners Sam Harding and Andrew Hall.

Much time was spent deliberating the salon name. *"When talking about what we wanted to create – a culture where clients were truly looked after in a stress-free salon, hourly appointments, giving people time, care, not making them feel rushed – the word that kept coming up time and time again was 'philosophy'.*

"So that's what we settled on," says Mark. *"Initially our strap line was Philosophy: hairdressing for the thinking person. On reflection, we decided that was a bit pretentious, so we've changed it to Philosophy: our creativity, your freedom."*

Their belief has clearly worked. Outstanding success led to a second salon in nearby Abingdon opening hot on the heels of Witney in 2004, followed by a third salon in Oxford in 2009. And from a start point of one part-time junior and three hairdressers, the company now has a total of 40 employees.

With an unmatched local reputation for being an ace colourist, Mark works on a loyal clientele four days a week. He also has his work cut out as the busy father of three: daughters Safia (16) and Clea (15) and son Jordan (6). So how will he find time for his Fellowship Presidential duties?

"I'll simply take the lead of past Presidents and give it as much as I can," says Mark. *"I shall continue their great work by consolidating British hairdressing as being the best there is, although my industry focus might have a different slant,"* he says.

"I've always felt the colourist plays second fiddle to the stylist and I'd love to elevate the status of a colourist to the same level as a stylist, so they both get an equal share of the glory."

"I'd love to see more colour nights; we have loads of cutting seminars but currently there's just one colour event every other year. We can make them engaging, really informative, look at colour trends and different techniques for example as well as practical work."

"After all, colour is an amazing professional service which drives business into Fellowship salons; it is a significant revenue stream. We can exploit the Fellowship's strength of being brand-neutral while getting everyone behind colour for the betterment of the craft as a whole," says Mark with passion.

It's a colourful idea which falls right into the Fellowship's philosophy. Welcome on board, Mr President.

I've always felt the colourist plays second fiddle to the stylist and I'd love to elevate the status of a colourist to the same level as a stylist

My Working Day

Tracey Devine

Multi award winning founder of Angels in Aberdeenshire invites us into her world for 24 hours.

■ **My alarm goes off at** – 6am sharp!!

■ **The first thing I do when I wake up** – is check my emails, bit sad really!!

■ **On an average day I'll wear** – comfortable but cool looking gear, I love All Saints in distressed denim, but for work in the salon its black and white, so I quirk it up a bit with scarves and jewellery.

■ **My makeup/skincare regime** – consists of espa moisturisers, lotions and potions, to eliminate the wrinkles.

■ **Before walking out of the front door** – I kiss the kids and give them a huge cuddle, then grab my toast and run!

■ **After leaving home** – my first stop is the local shop to pick-up the latest magazines on offer and get inspired for the week.

■ **On my way to work** – I sing!! It helps me stay relaxed while driving.

■ **I spend the morning** – in the office trawling through email and salon queries, with lots of coffee

■ **My desk essentials are** – phone, cuppa, and organised space

■ **At lunchtime** – I tend to munch on the run, a quick sandwich or a bowl of soup, there is a no such thing as a lunch hour!

■ **On my to-do list today** – organize our shoot for Scottish Hairdresser of the Year category in the British Hairdressing Awards, still working on the briefs, timesheets, sort out our marketing campaign and summer training rota.

■ **I leave work** – when I can. Different every day but I do try to be home before 5 to ensure some quality family time

■ **My favourite way to wind down after work** – is playing with the kids, and cooking

■ **If I'm staying in I'll wear** – pjs! As soon as I am in the door they are on!

■ **And if I'm going out** – I like to dress up glam, its not often nowadays, lol.

■ **My bedtime beauty regime is** – make up off, night cream on, teeth done, then shut eye!!

■ **The last thing I do before I go to sleep** – is kiss husband to be Phil goodnight and tell him I love him.

■ **I dream about** – the weirdest things! I often dream I'm flying which is always exhilarating!

■ **My perfect Sunday consists of** – cooking, drinking and chillin' with my amazing family.

FM

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diary dates

3rd May	Private Fellowship Screening of Vidal Sassoon The Movie – Soho Hotel, London
9th May	ClubStar – GHD Art Team Evening Event – Leeds
9th May	ClubStar – Hob Salons – Day Workshop Hob Academy – London
16th May	ClubStar – Up Close & Personal – Nick Irwin TIGI – Venue TBC
16th May	The Cutting Principals Workshop – London
23rd May	ClubStar – Wahl Day Workshop Wahl Academy – Kent
6th June	ClubStar – TIGI Creative Team – Evening Event TIGI Academy – London
8th June	ClubStar – Auditions ClubStar Art Team 2012 L'Oréal Professional Academy – London
20th June	ClubStar – GHD Art Team – Workshop GHD Art Team – Leeds
20th June	Workshop – Maidenhead – Marc Antoni
27th June	ClubStar – Ken Picton – Evening Event Ken Picton Salon – Cardiff
4th July	Workshop – Liverpool – Andrew Collinge
10th July	It's a Knockout – London
11th July	Fellowship Members Night
18th July	Colour Night – Toni & Guy Academy
25th July	Photographic Workshop – Part 1 – ASK Academy
2nd Aug	Photographic Workshop – Part 2 – ASK Academy
15th Aug	Photographic Workshop – Part 3 – ASK Academy
5th Sept	ClubStar – Workshop Chris Foster – Foss Academy, London
5th Sept	Workshop – Southampton – Haringtons
11th Sept	F.A.M.E. Team Selection 2012 – L'Oréal
26th Sept	ClubStar – Workshop GHD Art Team – Leeds
15th Oct	Salon International
16th Oct	Salon International
17th Oct	Salon International
31st Oct	Workshop – Nottingham – K H Hair
14th Nov	Power Night with Beverly C
5th Dec	Luncheon & Awards

This is just a taster of our fantastic events planned for next year and full details will be published as soon as possible. Remember to check the website regularly for the up-to-date information.

www.fellowshiphair.com
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