

FELLOWSHIP MAGAZINE **F M**®

MARCH 2008

TRADE SECRETS

THE F.A.M.E. TEAM
MEETS ERROL DOUGLAS M.B.E

SEAN HANNA
INTERVIEW EXCLUSIVE

ANITA BRULEE

JOANNE BROWN'S
FASHION GOSSIP

BRING YOUR
BUSINESS IDEAS
TO FRUITION



FELLOWSHIP
FOR
BRITISH HAIRDRESSING
"STRENGTH THROUGH QUALITY"

PLUS ALL THE LATEST FELLOWSHIP NEWS

TRADE SECRETS

ERROL DOUGLAS M.B.E SHARES HIS SECRETS WITH THE F.A.M.E. TEAM 2008

Report by Julie Bellinger-Gibb

What a fabulous day for the Fellowship for British Hairdressing 2008 F.A.M.E. Team Monday 28th January proved to be.

The day started early as the fearless five met up with multi-award winning hairdresser Errol Douglas M.B.E. at The Academy, Mayfair.

The day was spent discussing the thoughts and processes behind the art of avant garde hairdressing – no stranger to the world stage – Errol shared his secrets with the all girl group and took time to take them through the mighty contents of his immaculate session box.



“It was an extremely interesting day - and each of us were able to take something away with us. Errol was very generous in sharing his knowledge”.

Adele Simpkin, Trevor Sorbie

Masterclass!

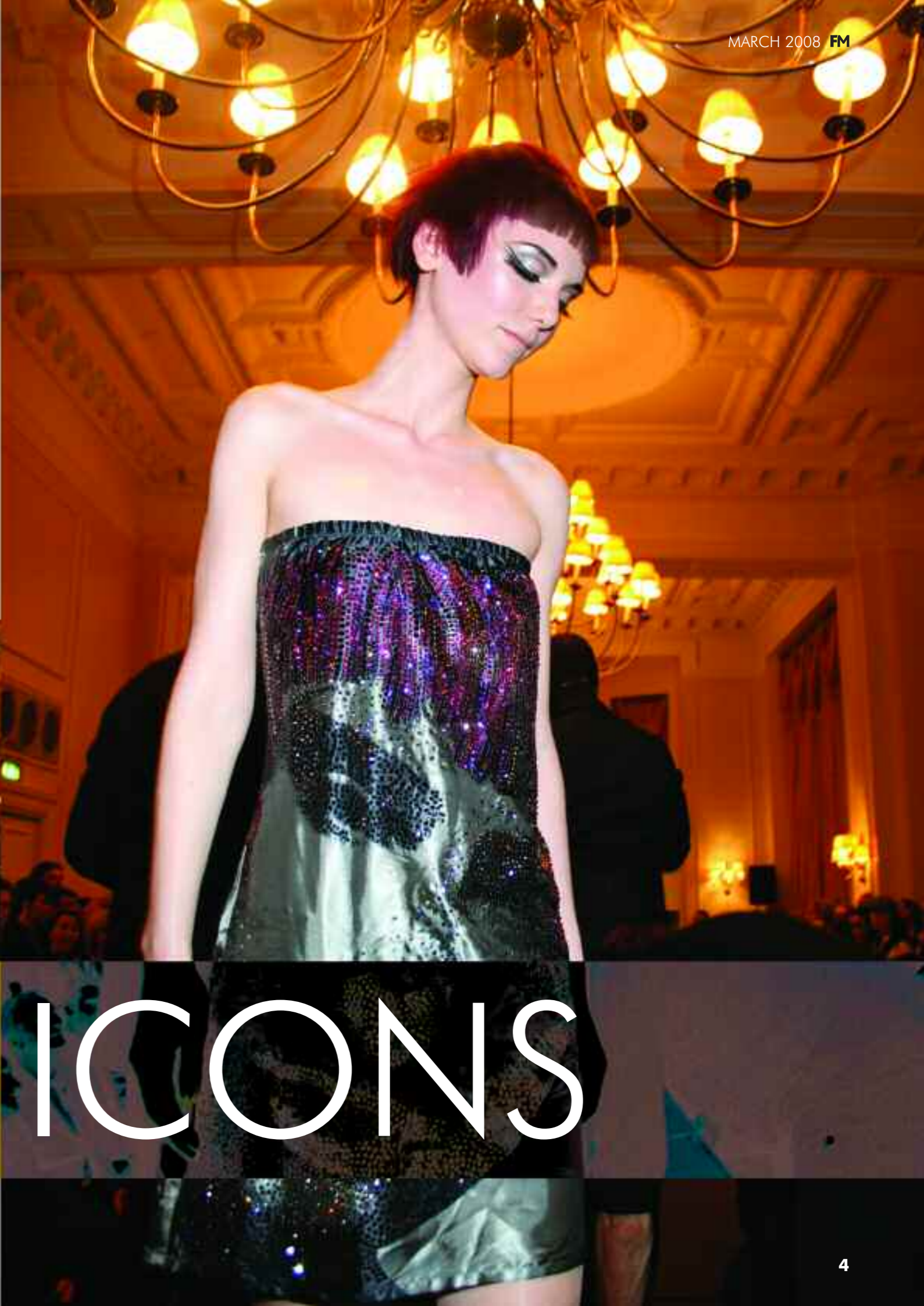
TRADEMARKS

Report by Julie Bellinger-Gibb

From Mayfair to Marylebone – to the Landmark Hotel – the girls then helped host a memorable Fellowship event coordinated by Ann Herman. Entitled "Masterclass! Trade Marks" the girls had the opportunity to see such industry icons as Fellowship and British Hairdresser of the Year, Angelo Seminara, Mark Hayes and Tim Hartley.

Speaking of her day, Fellowship F.A.M.E. Team member Katie Hubbard of Royston Blythe commented: "It's been great – I was excited to learn that I had been chosen as a member of the F.A.M.E. Team for 2008 – but I never dreamed that it would be such a wonderful experience!"

"I never dreamed that it would be such a wonderful experience!"



INDUSTRY

ICONS



JOANNE BROWN TALKS FASHION...

Does Music Influence Fashion

OR DO THEY GO HAND IN HAND?

This month I've been meeting up with top stylist Johnnyblueeyes who styles top names in the music industry such as the gossip and scissor sisters, Anita Brulee top make up artist for MAC and the up and coming band REVENUE, (from T4 bands unsigned).

Sitting in Johnny's studio in west London, you really can't help but be amazed by all the wonderful clothes, shoes and accessories on display it really is something out of a fairytale



JOHNNYBLUEEYES has been inspired by music and different bands since 1975 when he purchased his first platform shoes which had the Bay City rollers written along the side. 5 years ago saw Johnny kick start his career by styling bands like the *scissor sisters*

where he worked on their first album "SCISSOR SISTERS" since then Johnny has been hot stuff, being linked to the gossip and the next big thing **THE LAST GANG**. The one thing that keeps coming up when talking to Johnny was that he believes there are no boundaries to fashion in music. Whether its rap with hoodies and visors or emo/rock with its band t shirts and skinny jeans or Goths with their lip liner and eyes shadows music leaves room for all tastes and influences. Whether you're an artist or a random walking along the street, whether you shop in marni, high end couture, markets or primark, its all about working a look. A lot of direction in fashion and hair can be found in music, in the **60's** it was the Beatles in suits and haircuts the late **70's** early **80's** **Blondie** and the punk influence, it's all about knowing your era and history, Johnny is bringing out his own range of clothing with rock and roll t-shirts, where artists will be designing pieces which will be under the same umbrella as the **HOUSEOFBLUEEYES**. We shall all be dazzled by this range this year, eyes and ears at the ready. Express yourself in your own way, be proud at being an individual don't be scared to cross boundaries!

To contact Johnny for styling or for more information contact johnny@johnnyblueeyes.com, Studio 0208 748 4880 or Mobile 07832 329269.



ANITA BRULEE who works for the MAC makeup empire looks to artists such as **David Bowie, Roxy Music, Amy Winehouse** and *Marilyn Manson* for inspiration. Anita has been working closely with an artist in the music industry called **BISHI** who was

nominated for the times south bank breakthrough award, **BISHI** is an eye liner lover and queen of the uber flick. Anita's recommendations for the moment are taken from the latest musical film *Sweeny Todd*. Where the make-up is **very porcelain** with **DARK SMOKEY EYES**, remember with dark eyes its all in the blending. Always remember MORE is NEVER ENOUGH in the music world of make-up, don't be scared to experiment or express yourself.

Make the world a colourful place

You can contact Anita Brulee at: anitabrulee@hotmail.com

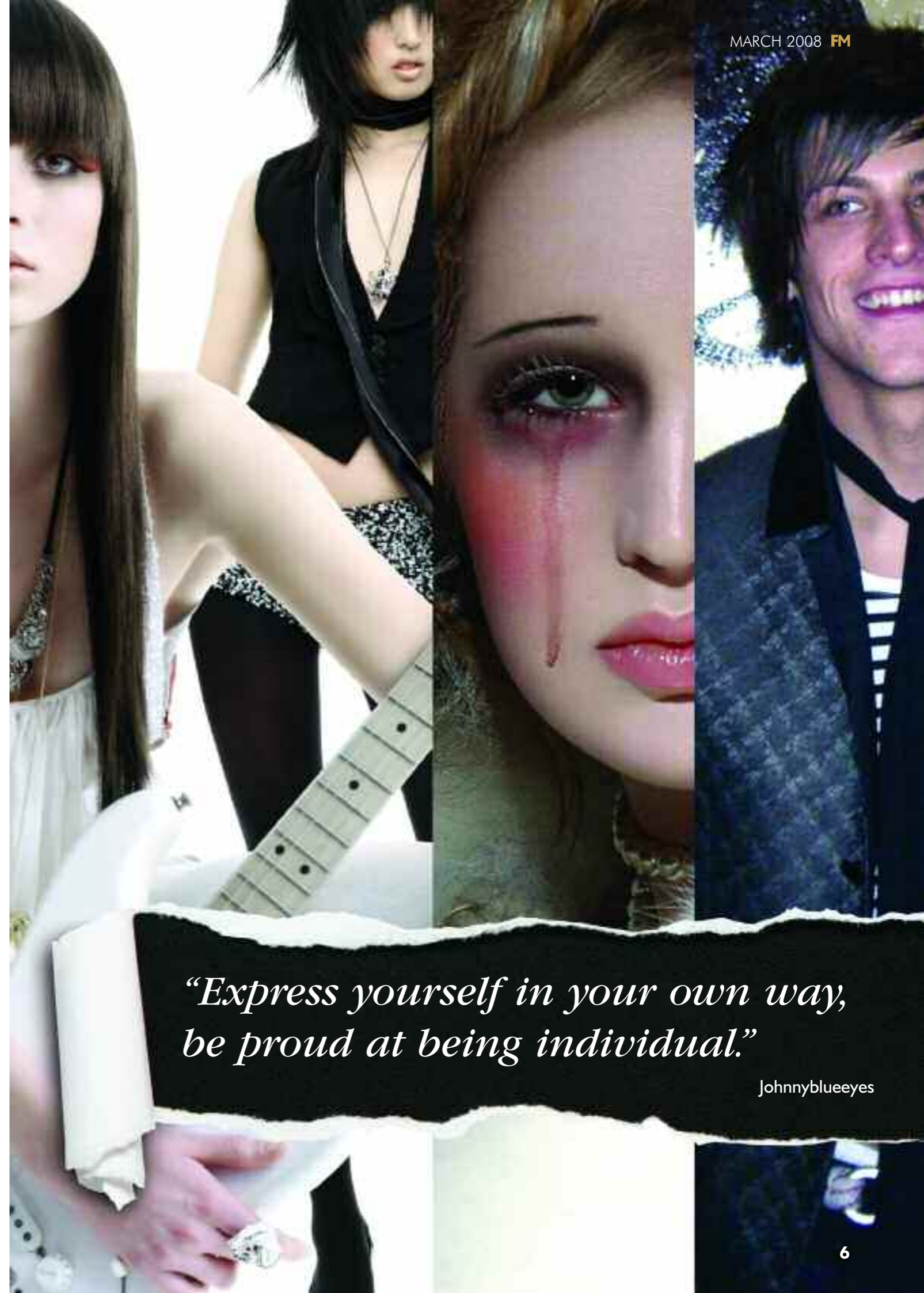


ADAM BRIDGES lead singer of the up and coming band **REVENUE**, (as seen on T4 bands unsigned)word has it they will be supporting the **corteenas** on there next tour, Adam has been quoting me his top tips on fashion:

Adam's top tip - always freshen up!

Adam loves primark! But his favourite designers have to be, Alexander McQueen and Vivien Westwood because of the sex pistols and their directional inspiration relating to fashion in music and on the street.

For more information on REVENUE see there my space at: www.myspace.com/revenuerock.



"Express yourself in your own way, be proud at being individual."

Johnnyblueeyes



DAVID DREW INTERVIEWS...

Sean Hanna

THE MAN BEHIND "THE SEAN HANNA GROUP"



DD Why did you decide on this line of work?

SH It's interesting because it was my ambition to always be a pilot, but when I left school I drifted into accountancy. I had a girlfriend that worked in a trendy salon in London's Kings Road and I loved the whole buzz that seemed to be happening in the salon. Whenever I was collecting my girlfriend, I was mesmerized by the whole atmosphere, the people, the clothes, the music; everybody seemed to be having so much fun.

DD When and where did your career begin?

SH The salon was in Sloane Square I started on £10 pounds a week and gave £5 pounds a week to my Mum. But I was happy. The salon was called "Club 4th De March" and was part of the "Ginger Group" owned by Richard Conway. I suppose the salon had a client profile similar to that of, say, "Nicky Clarke" today.

"I started on £10 a week and gave £5 a week to my Mum"

DD What was the industry like then?

SH It was an incredible transition from being in accountancy to the hair / fashion business. Training in 1976 was not as organised, structured or developed as it is today. At that time the industry was so very different, we didn't take lunch breaks, the average stylist did about fifty to sixty clients a week, and worked to half-hour bookings. Assistants or Apprentices - as we were called then - just had to try and latch on to a stylist who you thought was good at the time, and you just had to try to copy them and take from them what you could. The onus was definitely on the trainee to learn rather than on the salon to teach.

DD Where and in what year did you open your first salon?

SH Worcester Park in Surrey, twenty eight years ago, in 1980. I purchased a going concern - I was probably a little green and naive, I was too keen to buy and I paid too much for it, but it was a foot in the door. The salon was a little old fashioned when I purchased it, I introduced music to the salon, I'm sure that some of the clients probably didn't come back thinking if that's the music that they are playing I'm going else where! My dad helped me to re-decorate the salon. It was tough, but it was mine!

DD How do you think being in business has changed and how do you think the industry has changed?

SH The sharing of knowledge! Back when I started out, I built my business on my own. I didn't really know anybody else in the same business that I could ask or share information with back then. It was quite a lonely existence in those days. Franchising hadn't really got going. Salon owners were reluctant to share any information with other salon owners.

The level of expectation from clients has risen across the board dramatically. There is a far more level playing field today, so to excel and to appear to be offering something a little different is more difficult. I think that professional standards have also risen, even just from the quality and fittings of salons that we all work in today. When I started out, it was all about the haircut. We didn't really appreciate the importance of a happy client. It was more a case of "if the cut was good, then what's the problem?" Now we appreciate that the happiness of a client is paramount. I think we were a little arrogant back then.

DD Retailing has also become an important factor in business success.

SH Retailing will definitely change the industry and hairdressing business hugely in the future! The total UK 'hair retail' market is currently worth in the region of a billion pounds a year! Out of that about £60million is sold through salons. We have come a long way over the past 20 years for sure, but we have a lot further to go. Clients are buying more - that's not an issue. We just have to find ways of getting them to buy through salons and not through supermarkets and chemists.

DD Who in the hairdressing industry does Sean Hanna admire and why?

SH The first hairdresser that really had an impact on me was "Irvine Rusk". Today much of my inspiration comes from people outside our industry. Within the industry, the Mascolo family have impacted on all of us in a very positive way. Artistically, Robert Lobetta has inspired me so much, I've worked with Robert a few times, and I enjoy working with someone like him. He really does have a unique way of looking at things.

"Artistically, Robert Lobetta has inspired me so much"

During our 'growing years' we really connected with the sort of work that we witnessed from people like Irvine Rusk, Robert Lobetta, Anthony Mascolo, and Trevor Sorbie. They were producing work that was so inspiring. When you looked at it you thought "How on earth have they done that?" It wasn't always commercial but it made you feel excited to be a hairdresser. It would make us look at hair in a whole new way! And it inspired us to want to try to achieve that level of creativity and that

standard and quality of work! I always found Charlie Miller particularly inspiring - I remember when he did a collection for the BHA, he had the collection put into a special edition book which he launched at Salon International. It was like a collection of hair art - awesome! Today I believe that Angelo Seminara is producing work that is again pushing through new boundaries.

As I've got older, I've been inspired by many different things - including people who have managed to turn a creative craft into a very serious business! That's been really inspiring! People like Peter Crown and what he's done with the whole "Look Fantastic" thing has inspired me. Groups like "Headmasters" and the way they have grown their business - that's inspiring! This new generation of 'serious businesses' will certainly shape the future of our industry.

DD What has been your proudest moment personally?

SH I don't think that I've got a single defining moment! I suppose that each time I opened a new salon, I felt proud! You tend to work hard all the time, and I suppose that on that day when you achieve a goal, or pass a milestone, you think that it's amazing on that day! And you look back and you realise that

some of the most touching moments involve other people, I suppose that when I won "The Business Director of the Year Award" in front of my Mum and Dad, that one I'll always look back on and be proud of! Just because they were so excited.

DD What has been Sean Hanna's proudest moment as a business?

SH I suppose that looking back, the production and development of "RAGE" became a defining moment for us. We had created something that could genuinely help salon owners to achieve business success from artistic skills. It has made previously difficult-to-obtain and obscure information, much easier and clearer to access. It contains a lot of the information that we really craved for in the early years but weren't able to find easily. I would love that the whole RAGE concept becomes a Sean Hanna legacy. I do feel very proud of what we have created with RAGE.

DD What's next for Sean Hanna personally?

SH Personally I love to travel and experience new places, as well return to favourite places. But I am absolutely passionate about skiing, so right now I am focussed on my next skiing trip. ▶

DD What's next for the Sean Hanna business?

SH We are looking to grow and open some new salons. We have some people who have trained with us from scratch we've been watching their progress and developing them. We feel they are now ready to become partners with us in their own salons. I love the salon side of the business, it's getting ever more challenging but I love addressing that challenge on a daily basis!

We also have a couple of exciting new projects that we are working on. Education, I'd love to get out there and take our education out to the industry as a whole!

DD What keeps you motivated personally?

SH Having the flexibility and being able to work on new projects. I don't like 'having' to do anything, but I 'love' doing lots of things! I don't like doing repetitive things on say, every Monday or every Tuesday - so I don't. My main role is driving the business. I'm lucky that I now have the systems and structure and profit in the company, that I can now do the things that I want to do, when I want to do them! I like always having projects on the go, I like to teach in the academy and get involved with training and developing training systems. I like to spend time with Yesmin and Skyler exploring new ideas. They both are amazingly creative. I still love working on clients in the salons, although realistically I only do this once a month. I usually work a five day week, and sometimes the days do drift into late nights. But when I am doing something that I really enjoy, it doesn't feel like I'm working! (I'm sorry; I know that sounds like a cliché!)

DD When you launched "RAGE" & "TES" software programmes I was in the audience and was hanging on your every word and I was impressed and admired your Honesty and Candidness, when you were explaining that these programmes evolved because you realised that although you had beautiful, fantastic very busy salons that, you did not have any money personally! How has that changed since developing these systems, solutions?

SH I suppose there did come a point when I thought to myself that I had developed a couple of great salons. We were getting quite well known and we seemed to be doing really well. The salons were very busy and we had a great buzz in the team. We were

turning over quite a lot of money, but I was personally earning less than good friends who had salaried jobs. I was beginning to find this really frustrating. This was probably the point at which I started to think about hairdressing as a proper business. I had to develop a whole new thinking process- and it wasn't easy. This was how the whole RAGE concept came into being. We had to develop programmes, and business solutions which could contain a business model, which could be copied and replicated so that; as a result, I now have a business model that allows me to be paid the salary that suits my needs and lifestyle; and that still provides and allows the business to grow and further develop as necessary. Hopefully, that's what "RAGE" will do for others too!

DD You have employed some excellent employees within your company, you have had four people selected as members of "The F.A.M.E. Team" not least Sean Dawson our current President, what do you remember about Sean?

SH Well, he was called "Dawson" with us because he was Sean and I was Sean and he said "Well I quite like being called Dawson" so that was that! He brought an air of freshness to the company; very edgy and cool. He was younger and he had a lot of very positive energy and creativity. Dawson certainly left a very positive mark with us when he moved on. I'll always thank him for that.

DD How do you think "The Fellowship" has impacted on "The Sean Hanna" business?

SH Organisations like The Fellowship are extremely important, The Fellowship has helped our industry to evolve, and I guess it's the case of what you are prepared to put in, you'll get out!

It's the culture of exchange that is extremely valuable. Having had four of my staff in The F.A.M.E. Team has been fantastic and has definitely helped develop the creative side of our business. In fact, our creative and artistic directors, Yesmin O'Brien and Skyler McDonald have both been F.A.M.E. team members. You know "The Fellowship" creates and provides a platform that allows groups like us to be able to showcase the talents of our creative team, and gives a chance for them to be recognised by their peers within the industry. Most of today's

celebrity hair stars started out performing on "The Fellowship" stage! Add to that the glamour of associating with the very best – and the benefit of the sharing of ideas and information and skills – it's a winning combination.

"The Fellowship creates and provides a platform to showcase the talents of our creative team"

DD You have developed a number of signature cuts including "The Connexion" and "The Swish" What's next for 2008?

SH One of the things that we have developed and one of the things that are really important to us is to systemise and brand our haircuts and develop our own cutting systems, so that whoever comes and works for us will learn and be able to replicate our brand values. This is particularly important as we intend to grow our brand through both partnerships and franchising. So we've updated and re-launched our FREEDOM for 2008 and will present it at our team Awards Night. We're just working on the new visuals and the FREEDOM ads will have a whole new feel to them. We've shot an easy to follow 'step by step' DVD of the cut so that anyone who works for us will have a reference to work from when learning the cut.

Our most commercial cuts are developed as a result of client demand. As part of client research we gave all our salons a digital camera so stylists could capture photos of all the haircuts that our clients were asking for in the salons, and we put them all up onto a mood board. We decided to create a cut around what our clients were telling us they wanted - that's how we got the inspiration for the freedom cut. Then together with Yesmin and Skyler, we developed cutting techniques that will give our team consistent results. All this is then tied into our marketing, so we use FREEDOM visuals in all ads, client magazines, features on the website and even a FREEDOM loyalty card for regular clients. It's a deliberate mix of art and business - which I guess is what sums up Sean Hanna the best – "Art meets Business".



DAVID DREW **BUSINESS EDITOR**

ACHIEVEMENT THROUGH GOALS

Following on from the last month's business article in FM Magazine "Planning For Success", we discussed the importance of planning using information gained with **LESSONS LEARNED** (The bottom left hand quadrant in last month's exercise) of some of your unsuccessful experiences, in order to create our vision for the future for ourselves or the business, of where we are now and where we or the business is going?

"The Past Bonds Us And The Future Leads Us" How we or the business are going to get there? Why do we or the business need or want to be there? Communicate that vision to the **"TEAM"** within the business enabling the vision to happen. List your desires; **"GOALS 2008"** (The bottom right hand quadrant) from the exercise in last month's business article, making a list of all the things you really want, both long term and short term, in your business life and in your private life.

Make a list of all the things you really want.

To give you an idea of what you should be considering for your list and to help you, answer these questions as honestly as possible:

- ✓ What are your personal career / business objectives?
- ✓ What new skills have you learned recently which will help you to achieve your goals?
- ✓ What training have you taken to enhance your professionalism?
- ✓ What training do you plan to take this year?
- ✓ What professional literature have you read in the past few months?
- ✓ How do you intend to apply what you have learned from the professional literature you've read?
- ✓ What are your plans for professional development during this next year?

There is nothing wrong whatsoever in enlarging the size of one's thinking to become a **"BIG"** Thinking person! **"BIG GOALS"** can be set long term. *"What the mind of mankind can accurately conceive and believe, it is forced to achieve!"* i.e. *"We become what we think about!"* Don't put down certain items on your goal sheet because you think you ought to. Only put down things that you really, really, really want! Don't put down just monetary goals.

They must be turned into something tangible unless they are the removal of a debt! Money should be required to be spent on something specific for the development of the business or yourself which you want and not for itself. (As defined by the business plan)

Now select from your list of goals a primary goal, taking into account the following five points which are; **so very important to remember:**

1. It should be high enough to be worth the effort.
2. The primary goal should be achievable in months and not years, and ideally within a maximum of three months.
3. This your first goal, must be something you can reach quite quickly. **"Success breeds success!"** Achieving your primary goal will build your confidence and will prove that the system works for you.
4. Define the goal in complete detail, at this stage of goal setting. It is vitally important for your most valuable asset (*Your Brain*) to be focused and to be crystal clear as to what the goal is, therefore, it must be totally quantifiable and measurable. ▶

5. Imagine that you have achieved your primary goal. Again we are talking about using your most valuable asset. Let your conscious and subconscious mind vividly imagine being in the position of attaining your goal!

This may all sound very trite. I have attended many personal development courses and met many people on these courses who have learnt to understand the **power of visualisation!** All I can say is that this is not some strange technique that I personally have dreamt up! It is one of the greatest principles of all personal development and success. And many of the worlds top personal development coaches / trainers such as "Anthony Robbins", "Stephen Covey" and "Paul McKenna" all advocate and train on this principle. Let your brain take an active part in the stages towards your goal achievements.

Developing a sense of personal power involves developing a belief in you!

You should believe that you can go after what you want and that you have the ability to reach your goals in your own way.

Getting started on going after what you want can be most challenging!

You're walking on an unsteady swing bridge between where you are and where you want to be.

The next time you find yourself on the threshold between your ideas and bringing them to fruition, take a deep breath and focus on this important question below:

“What’s my purpose right now? The answer will take you where you want to go.” Good luck!



ANDREW HALL REPORTS...

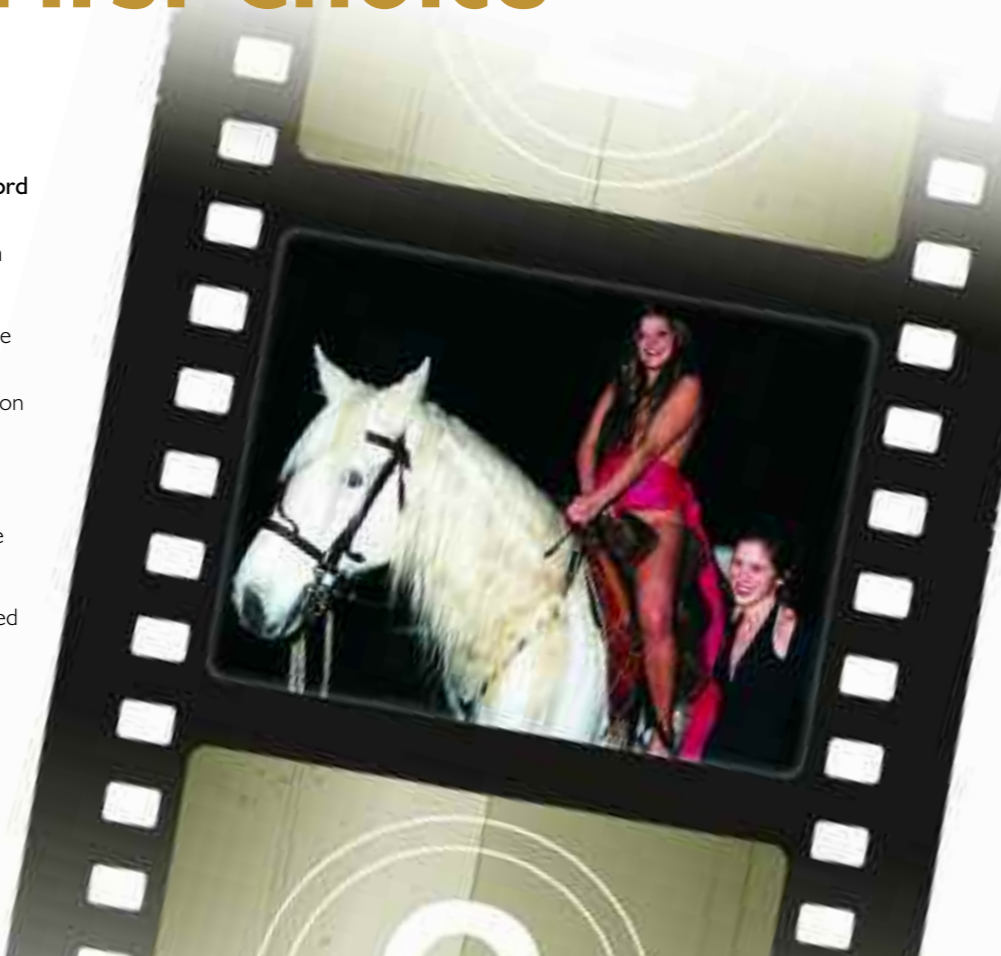
Philosophy are British Film Maker's First Choice

Photo by Mark Bassett

Philosophy were at the forefront of the Oxford creative scene again, as hair stylists and consultants to the recently previewed British film **GODIVA**.

The film was directed by Vicky Jewson (next to the horse) a 21 year old local creative talent who is Britain's youngest successful film director. The girl on the horse is Libby Jewson Vicky's younger sister, she agreed to appear nude to help raise funds for Breast Cancer research. Local Oxford businesses offered additional donations for Libby to brave the cold. Libby does play a supporting role in Godiva.

Fittingly Breast Cancer Research was the designated charity for this glamorous Pink carpet event.



GARRY HUNTER REPORTS...

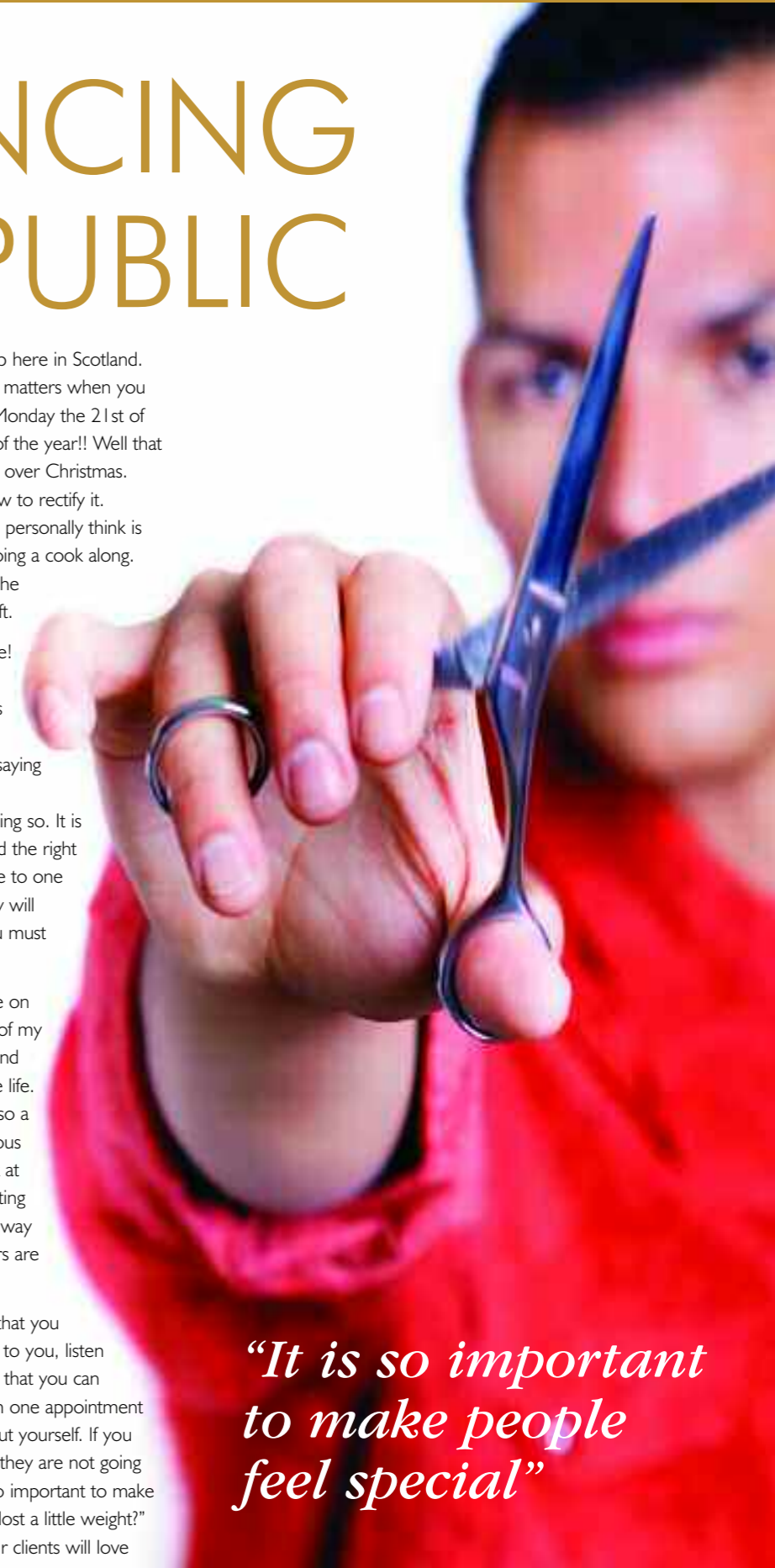
INFLUENCING YOUR PUBLIC

Yes! The last two weeks in January have been very hard up here in Scotland. As a nation we are all very despondent and it doesn't help matters when you switch on the television in the morning and last week on Monday the 21st of January we are being told this is the most depressing day of the year!! Well that certainly cheered us up. We know we have gained weight over Christmas. We know we spent too much however we also know how to rectify it. Then that very same week we find Gordon Ramsay, that I personally think is excellent at what he does and a great people person, is doing a cook along. I discovered that nearly every supermarket up and down the country, England and Scotland, did not have one scallop left.

That got me thinking. The power of the media is incredible! As hairdressers I feel we don't use this to our advantage enough. We have the greatest opportunity as professionals to inspire our clients with the insight and enthusiasm we enthral. Listening to what your client, male and female, is saying to you, dissecting it and giving them the right advice is so important. Be sincerely enthusiastic and attentive when doing so. It is so important to give them your knowledge in products and the right advice on style and cut in order to gain their trust on a one to one basis and develop that bond between you and them. They will respect you and in return remain loyal for a long time, you must believe in your talent and believe in what you can do.

Sometimes we don't realise the massive influence we have on our clientele. For example I had mentioned in jest to one of my male clients aged 22 who was going steady with his girlfriend that he needs to go and dip his toe in the waters of female life. Remember this was meant in jest however his girlfriend also a client wanted to kill me slowly and painfully. The very serious point is that the clients sitting in front of you everyday look at you and listen to what you have to say. When you are cutting their hair they have nothing else to look at but YOU. The way you speak, the way you present yourself and your manners are under very close scrutiny.

For me it's imperative when you are giving a consultation that you must get down to their level listen to what they are saying to you, listen to their concerns and give them the best haircut or colour that you can achieve. Try to remember one little thing about them from one appointment to the next. It is so important to refrain from speaking about yourself. If you tell a client you have a headache the first they think is that they are not going to get a good hair cut. At this time of year especially it is so important to make people feel so special. On the way out just say "have you lost a little weight?" and "that haircut makes you look fantastic" guaranteed your clients will love you and return. Just think how good that makes you feel.



“It is so important to make people feel special”



Pushing boundaries of creativity

Welcome my fellow hair artist, this page is a glimpse of the Australian sun shine some of you poor hard working souls won't get a taste of. My job is to ride the waves of blow-dry lotion in to your lives and show you that the Ozzie's are not just a load of larger drinking, bbq eating Sheila's we would like to think they are, but a highly creative breed of like minded salon owners and stylist.

This month I want to bring your attention to a flamboyant rock star stylist and entrepreneur by the name of Oscar Cullinan, some of you may know this man and his work. There are people such as our own Mr Dawson and Beverly C MBE who have seen this great salon owner themselves. Oscar is originally from Queensland where he now owns five salons, the Oscar salon chain is really a sign of hard work and dedication. His salon numbers grew when in 2004 he moved to Sydney.

This outstanding hairdresser is owner and creative director of Synergy, his salon in Darlinghurst, Sydney. And this is where Oscar can show off his TWO Hairdresser of the Year awards. This man really can put together some great work and knows how to run a great business, and as David our business editor will tell you its only hard work that gets you there.

As we all know hard work is the key to any success, whether it's your first blow-dry, session work or catching your first wave. But most Londoners don't do the last one, as I understand there are no waves on the Thames!

Darren



My F.A.M.E. Team Diary

VICKY TURNER

Our first month as F.A.M.E. Team has been amazing I couldn't of asked for a better group of girls to work with, we all come from such different salons and it feels like we can learn the most from being with each other. Having only been on the Team for a month it feels like we've done so much already, with our first meeting getting to know each other and the plans for the rest of the year. Then our two-day presentation skills course at Wella, which was extremely helpful with all the things we will be doing this year learning lots of different techniques to help us through any presentations. Next was our photo shoot with Andrew O'Toole who was fantastic (I love his work!) Dawn and Johnny were there to help throughout the day (thanks!) making sure everything from make up to styling came together perfectly for our first shoot together to set the standard for what's yet to come. We loved every minute of the shoot and I'm so excited for everyone to see the end result, plus our group picture is immense!!

Our final event this month was a day with Errol Douglas I was looking forward to this all month and definitely wasn't disappointed. He spent the day doing two models and showing us lots of amazing avant-garde looks to teach us how simple but effective they can be to create. Being a past FAME Team member he had so much advice to give us and we all really enjoyed the day.

Judging on the month so far this year is just going to get better and better Dawn has organised so much for us and every time I look at my calendar something new has been added I can't get over how many top names in our industry are willing to give up their time for us. Its just a little bit scary how fast its going before I know it my year will be up, but I am not going to wish it away. I plan to make the most of everything we do and learn as much as I possibly can and most importantly enjoy every minute of it!

Vicky x





ROBERT EATON **REPORTS...**

Sell Yourself!

PROJECT X GROUP HEAR HOW IT'S DONE



New recruits of the Fellowship's Project X '08 education programme enjoyed their first day of expert training this month, with PR, branding and presentation skills seminars.

The lucky twelve from salons around the country, who were auditioned and chosen before Christmas, met up at Gary France's fabulous salon, Toni&Guy Kensington. In the morning they learnt from communications guru Harriet Evans why branding and PR is so important; how to create a brand for themselves and tips and hints for promoting that brand to the industry, their local area and beyond. They presented mood boards they'd prepared which summed up their image, their passion and their work designed to help them create their own brand.

In the afternoon, presentation skills expert Debbie G helped them develop and improve their presentation skills, using their mood boards and her unique style of teaching to grow their confidence in speaking aloud.

Robert Eaton, a former Fellowship F.A.M.E. Team member and currently North Eastern Hairdresser of the Year who is mentoring the '08 Project X group said: "the skills these guys are learning on day one of the course will ensure they maximise every opportunity they get over the coming year and will help to really fast-forward their careers. I wish I'd learnt all of this when I was starting out."

The Project X group will meet again in February to spend a day with Mark Hayes learning about the importance of the line in modern hairdressing.

Project X, now in its fifth year, was set up to drive forward the best education in the industry and has succeeded in propelling its past members into the fast lane on the way to amazing careers. For two lucky participants, it can even lead to membership of the coveted F.A.M.E. Team and for one the chance to win the coveted Umberto Giannini Student of the Year Award.



ANDREW CLARK **WEBMASTER**



First steps on the information super-highway...

There was a time when all the information in the world was contained in books - and the hearts and minds of men and women. Then along came the Internet. Suddenly it seems that everything that ever was, is or may be is floating around in cyberspace. Want to know who won the FA Cup in 1937 (Sunderland) or the clinical difference between aspirin and paracetamol (don't go there!) - or any other interesting or microcosmically futile fact or figure? It is all somewhere online. You just have to know where to find it and, sometimes, that's where your problems start...

Search engines are fascinating things. Be it Yahoo or Google - or any one of a number of alternatives - you will only get out the right answer if you ask the right question. As in life. These monolithic databases are highly complex things geared to interpret your searches. You could almost call them intelligent, but they are not capable of reading your mind. Start with the most important word(s) in your search first and keep the search tight. Every word you add offers hundreds of billions of other search options, so choose wisely. Back in 2000, when the last serious count was done, there were over 1.6 billion pages of information online and some experts estimate that figure has more than doubled since then!

Let's assume you've found your way to the website containing the information you desire. So, you want to find details of an upcoming Fellowship event and you've already managed to log onto www.fellowshiphair.com. Bravo! Like most opening homepages, you may feel blinded with information and images, but be brave and continue. You'll almost always see a navigation system - usually a series of buttons or icons. Roll your onscreen cursor over the required area and just click to take you there. Easy, yes? And you probably knew that bit already...

However, internal navigation around a website can be operated through many other methods. You'd be amazed how many web novices just don't realise that simply scrolling the cursor over highlighted text or, in some cases, images and clicking can allow you to open up another webpage (or even another website) with ease. Often the text that is capable of this facility is highlighted in another colour and may even change colour when you roll the cursor over it before you click. Welcome to the world of the hyperlink! It's one of the reasons why the average time spent on a website is well under 60 seconds.

Cyber-searchers want that information - and they want it fast!

DISCOVER THE WEB LESSON TWO

Now you're on the Fellowship website (www.fellowshiphair.com) we will take a look at using 'Website Navigation'

1. If your web cursor turns into a 'hand' icon when rolling over a page then you have found a link to another page.
2. As well as menu links on a page (a) their are also 'hyperlinks' (b) - these can be links to other pages on that site or even to another website. They will usually have underlines to show they are links.



fellowship focus



ALL THE LATEST FELLOWSHIP NEWS AND SNIPPETS...

SEAN DAWSON - PRESIDENT



Wow March already! Where is the year going?

I am now in my penultimate month as Fellowship President and at present am working hard on organising my final President's Night. My two-year term has flown by, but on reflection The Fellowship team has achieved so much over the last couple of years, thanks solely to the passion and drive of the people who give up their valuable time to make this organisation the best in the world. I have always been incredibly proud to be a British hairdresser and have been lucky enough to work within the trade during an era of such generosity, where people exchange

ideas and concepts, both artistically and through business. I cannot think of another industry that comes anywhere close to ours in this ethos of sharing and I truly believe that this is our strength and the main reason hairdressing is attracting the positive media acceptance it truly deserves. People often question the amount of my personal time I have given up to my craft over the years, but my answer is simple. Nothing can replace the feeling of watching someone grow and develop combined with the knowledge that you had a small part to play in their success. It is what I, and the majority of hairdressers live for and what makes our bond stronger than any other industry.

**Have a great Easter Holiday
from the Team and myself!**

FRANK SHIPTON - CHAIRMAN



Welcome to our fabulous, all new, Fellowship Magazine. I know that you will appreciate, and enjoy the added features that Raymond Bird, and his dedicated team, will provide over the coming issues.

Of course the magazine, and the Fellowship for British Hairdressing, would not be able to function so well without the generous support of all our Business Partners, and especially the Diamond Partners, Balmain, ghd, Goldwell, L'Oreal, Racoon, Schwarzkopf and Wella. In 2007 The Fellowship provided a superb calendar of events, but 2008 has already seen three sell-out nights with inspiration and motivation by the inimitable Robert Lobetta: diverse, ingenious hairdressing skills by a host of industry "A" listers, which included Fellowship Hairdresser of the Year, Angelo Seminara, the Iconic Tim Hartley, long hair Maestro Patrick Cameron and the multi-talented, Beverly C. MBE.

February was ushered in with a highly informative evening giving the ultimate low-down by a celebrity expert panel that included Errol Douglas MBE, the award winning photographer and Photoshop

magician Martin Evening, stylist to the stars Bernard Connolly as well as the leading Trade and Consumer magazine editors, make-up artist Eva Bogdalska, and PR guru Julie Bellinger-Gibb amongst others. They explained how to achieve an award-winning image, which will be followed at a later date by a photo shoot. Results of which will be highlighted in a future issue of this magazine.

The Fellowship for British Hairdressing goes from strength to strength, with the newly selected all girl F.A.M.E. Team and our quality membership that will be showcasing its talent at events including Fashion Focus in March and culminating with Salon International next October, so my personal thanks go to all on the Events Committee, and in particular, Events Co-ordinator, Ann Herman for providing such a professional calendar for us to savour.

So enjoy the magazine, and I look forward to meeting with as many members as possible in the coming year and especially at our AGM and Award Winners Evening on April 14th, where ALL members are welcome.

Remember The Fellowship has Strength because its members have Quality.

Coming Events

- 10th March** Presenters Course - Wella World Studio
- 31st March** Workshop - The Academy, Mayfair, London
- 31st March** Workshop - Stirling Frances Hunter Salon



ON THE COVER

Fellowship for British Hairdressing
Fashion Focus Image of the Year 2007
Photo: Sacha Mascolo-Tarback

LEE COHEN AUSTRALIAN PRESIDENT



The Australian Hair Fashion Awards hosts some of the best hairdressers in the world, and on the 17th of March at the Westin hotel Sydney, some 1200 will honour those individuals and teams who make our industry great.

Our awards, now in its twelfth year, have always attracted media in mass with over 30 consumer titles supporting the event nationally and over 60 international titles supporting the AHFA's from both trade and consumer media.

I would again like to thank the esteemed panel of Judges from the British Fellowship. With much of the years events now planned we are very excited about hosting many of the British Fellowship Artists here in Australia.

It is also with great excitement we look forward to seeing the much anticipated work from the new British F.A.M.E. Team. Australia is now also in the grip of Hairdressing reality television, with several shows about to start including, Million dollar salon, a reality show giving young and up and coming hairdresser the opportunity to open their own salon and Oscar Cullinan's Twice Australian hairdresser year show about him, we will keep you informed on how these effect our Industry.

Fellowship Events

It appears that some Members continue to feel able to reserve places on Fellowship events promising to pay upfront. Sometimes we make several telephone calls requesting payment, only to find that the ticket request is cancelled at the very last minute. This means that we can't always give other Members the tickets they require.

As you will know we work to very tight budgets to keep the ticket prices as low as possible and therefore we will require full payment at the time of booking for any future Fellowship events and this payment will be non-refundable. A paid invoice will always be provided if this is requested. If payment has not been received two weeks before the event then the tickets will be reallocated.

Carol Spencer Secretary



JAMIE STEVENS REPORTS...

An Evening with Mark Leeson

Photo by Desmond Murray



The Academy Mayfair, was buzzing on Monday evening on the 4th February as their artistic ambassador Mark Leeson presented a stunning collection of 8 models.

Mark, Eastern Hairdresser of the Year winner, in 2004,2005, and 2006, entered the hall of fame in 2007. Last year he was Men's Hairdresser of the Year finalist, was crowned British Colourist of the Year, and winner of The Fellowship Gold Star Salon Image of the Year. With a list of triumphs like this it was no surprise to see top journalists from Creative Head, Salon Business and Frizz to name a few who came along to document the evening. Although the presentation only lasted just over 2 hours, Mark managed to produce 8 fantastic models, which included cutting, colouring, hair up's, avant guard and a gent, incorporating a variety of different textures, which can clearly be seen on the fashion circuit this season. The aim of the evening was to showcase a range of techniques, with the theme of old school, with a modern twist, these included stack winding using perm rods, pin curls and free hand finger brushing. Each model that Mark started was created from scratch making the whole evening a fantastic educational experience keeping the audience captivated.

Through out the show thanks to his variety of looks and ideas the models looked gorgeous, with the hair and the sensational cloths styled by Bernard Connolly complementing each other. The whole show from start to finish was a fantastic experience. Mark is clearly a very motivated and talented man and his passion is clearly projected through his work and easily absorbed from others.

I look forward to the next one!!

CONTACT THE OFFICE President Sean Dawson • Chairman Frank Shipton • Vice Presidents Steven Goldsworthy and Terry Calvert • Vice Chairman/Chancellor Mark Creed • F.A.M.E. Team Leaders Dawn Bryant & Jonny Engstrom • Project X Leader Gary France **DIRECTLY** Secretary Carol Spencer Fellowship for British Hairdressing, Bloxham Mill, Barford Road, Bloxham, Banbury, Oxfordshire OX15 4FF Tel 01295 724579 Fax 01295 724580 Email secretary@fellowshiphair.com • Events Co-ordinator Ann Herman Tel 01923 855213 Fax 01923 855166 Email a.herman@btconnect.com • Events ticket sales Denise Simkins Email events@fellowshiphair.com • Webmaster Andrew Clark Tel 01932 787373 Email webmaster@fellowshiphair.com • Fellowship Editor Raymond Bird Tel 07968 527 316 Email ray@colorwrap.co.uk • Deputy Editor Andrew Hall • Scottish Editor Garry Hunter • Business Editor David Drew • Fashion Editor Joanne Brown • Project X Editor Robert Eaton • F.A.M.E. Team Editor Julie Bellinger-Gibb • Australian Editor Lee Cohen • Australian Deputy Editor Darren Hayward • Art Director Raymond Guzenda Email ray@gdassociates.net • Fellowship Trade PR Julie Allen Email julie@joolspr.com College House, College drive, Thames Ditton, Surrey KT7 0LB • Project X PR Harriet Evans FLINT PR, 2nd Floor, 25 - 29 High Street, Leatherhead, Surrey KT22 8AB Tel 01372 386866 Email harriet@flintconsultancy.co.uk • F.A.M.E. Team PR Julie Bellinger-Gibb Gorgeous PR, 2a Port Hall Road, Brighton BN1 5PD Tel 01273 330 233 Email info@gorgeouspr.net



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shape it, it's about your hands...

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