

INCONFERENCE

Murphy Gozzard Hair Community models



Martin Parsons



Jamie Carroll and Martin Parsons



Fashion Directors models



Martin Parsons models

Photography by David Lucas

Oceanic OPPORTUNITY

Set on the Sydney Pier beneath the hum of the Harbour Bridge and overlooking the lights of Luna Park, Intercoiffure Mondial arrived in style for its annual Australian Congress, writes Shannon Gaitz.

For three days of business, workshops and inspirational shows, national members flocked from all corners of the country and styling heroes came from New Zealand, Canada and South Africa, to make this congress one of the best yet.

Fashion directors, stylists, models and members of Intercoiffure arrived by the dozen at the Pier One Sydney Harbour Hotel on October 26th 2014, and were welcomed in inimitable Intercoiffure fashion. The first night showcased five different looks in five distinct dances at the Australian Theatre for Young People. Following a frenetic day of styling by Intercoiffure stylists and the Guillame team, fifty dancers took to the stage to show off five genres and styles of hair.

An expressionist jungle themed dance saw dancers put their body on the line in an acrobatic fashion with unique animalistic hair styles. Next a classic 1920s aesthetic with traditional short, wavy styling accompanied a fast-paced tap routine, and classy up styles were worn in a 60s themed musical theatre number where dancers were meticulously styled as elegant air hostesses. On trend braids were used for a contemporary dance routine and the evening was finished with a performance that was avant garde in every sense. Bright face paint, bold morph suits and a myriad of wild shapes and styling textures finished the evening with a bang.

The following day was an influx of information, from styling inspiration to salon secrets. It began with American author Art Suriano, who, on behalf of Congress

sponsor Wella, spoke about his new book *The Ultimate Customer Experience*, stressing the importance of consistently good customer service. Delving into training and marketing advice, Art taught attendees how to win clients and then increase their satisfaction, based on the unique long-term relationship between clients and stylists.

“How many industries have the opportunity that hair salons have?” he asked. “That human interaction is so personal, clients don’t want just anyone to do their hair, they want a specific person who understands what they want. There’s a really personal relationship the stylist and client can build and there are countless opportunities to increase sales and profits because of it.”

Next the team of Fashion Directors took to the stage to present looks from collections such as *White Nights*, *Indigo Tribe* and *Northern Lights*, complete with elaborate braids and up styles, 70s inspired afros, masks and Parisian trends.

The afternoon then had two salon specific seminars. Presenting on behalf of congress sponsor L’Oréal Professionnel, Brett McKinnon and Brett Albury from the Murphy Gozzard Hair Community spoke about their clientele, salon strengths and weaknesses, covering universal topics of teamwork, communication and client and staff loyalty that applied heavily to the audience. The duo then brought their apprentices on stage to show off a handful of inspiring styles that incorporated braiding, cornrowing, pops of colours and angular cuts.

Jo Burgess of Shortcuts offered the latest insights, trends and averages in the salon

industry. She focused on three tiers of business – how many customers do you have, how often do they come to the salon and how much do they spend? She then outlined ways of increasing these levels, with methods such as implementing online booking and gift cards, creating an obvious online presence and increased retail training.

That evening attendees dressed in their finest and entered the ballroom overlooking the pier for the big event – the annual Congress Awards. Kicked off with jazz music and cocktails, the night moved onto a three course meal and two of the event’s most highly anticipated shows. The evening was opened by Intercoiffure’s South African members, Heidi Van Der Berg and Donovan Grove, who presented colourful, avant garde styles to the enthralled crowd. This was then followed by a Martin Parsons

long hair extravaganza, as the styling legend from Canada kept the crowd laughing and inspired throughout the presentation of six intricate up styles.

The night was finished with the presentation of awards that commended members on both their excellent photographic work and commitment to Intercoiffure Mondial. **Caitlyn Harland of Fatty Arbuckles, WA**, was named the overall winner in the photographic competition for her powerful barbie-inspired image, amidst tough competition. **Jamie Carroll** took home the Eva Hart award, a high honour commending his tireless efforts for the organisation.

The final day expanded on the shows of the previous evening. An Oceanic master class was conducted by Australia’s Jas Jhally, New Zealand’s Wayne Richardson and Grove and Van Der Berg representing the South African contingent. The team instructed in avant garde, taking trends from Paris and Berlin to create unique shapes and play with vibrant hues of pink, mint green and blue. Next, Martin Parsons revealed the myriad of tricks up his sleeve, teaching the attendees how to create his trademark up-styles with the same ease and effortlessness that he manages.

Closing the congress with the logistical necessities of Intercoiffure Mondial, such as a website demonstration, AGM meeting and open forum, this Australian Congress covered everything in a mere 48 hours. It’ll be hard to top, but Intercoiffure keeps finding ways to go bigger and better. We’ll see you in Melbourne, 2015! **IN**

For more information visit www.intercoiffure.com.au



Caitlyn Harland Overall Winer image

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