

# WHAT IS SESSION.SALON?

KEVIN.MURPHY SESSION.SALON is a community of like-minded hairdressers creating a movement of stylists who strive to provide their clients with the highest level of service and care.

Every SESSION.SALON is a FASHION SHOW everyday and clients are the SUPERMODELS

## THE INSPIRATION

Kevin Murphy and his career as a session stylist is the inspiration behind SESSION.SALON. We look into what it's like to work in the session world and how to apply it to the salon. From SESSION to SALON..

## THE GOAL

To build advocates that believe in the brand, philosophy and style that is KEVIN.MURPHY and strive to deliver the highest level of care to each and every client that walks into their KEVIN.MURPHY SESSION.SALON

## HOW

This is a joint commitment; between the salon, the stylist and KEVIN.MURPHY SINGAPORE built on mutual respect and based on a foundation of education

## SALON AGREES TO:

- Maintain a full display of KEVIN.MURPHY products in their retail area
- Receive samples of new products 3 months prior to consumer and salon launch
- Purchase new products at launch - this shall be referred to as Auto Shipment of 6 (charge) + 1 (FOC) of each product
- Select a team member from your salon to be the KEVIN.MURPHY SALON.STYLIST and allow them to attend all SESSION.SALON education events held by KEVIN.MURPHY SINGAPORE
- Stay within your agreed KEVIN.MURPHY SINGAPORE credit terms so supply of KEVIN.MURPHY products won't be affected
- Display the SESSION.SALON decal on your salon window

## THE SALON STYLIST AGREES TO:

- Be responsible for checking email correspondence for the program and reply to email invitations to confirm your attendance
- Inform KEVIN.MURPHY SINGAPORE of any changes to your contact email address and mobile number
- Attend all KEVIN.MURPHY SESSION.SALON training events with your STYLISTTOOLKIT and equipment
- Take back what you learn at SESSION.SALON and share it with your salon team

## DISTRIBUTOR AGREES TO:

- Deliver samples of new KEVIN.MURPHY products to you before launch to market
- Provide ongoing discounts on retail and professional
- Provide a high level of training at all KEVIN.MURPHY SESSION.SALONS
- Ongoing special deals/gifts with purchase offered at quarterly intervals as directed through the KEVIN.MURPHY Sales/Marketing team
- Promote your SESSION.SALON on the KEVIN.MURPHY website and SALON.LOCATOR
- Provide unique marketing promotions
- Offer SESSION.SALON-only deals



# KEVIN.MURPHY SESSION.SALON





# SESSION.SALON STYLIST PROGRAM CLASS OUTLINE

**KEVIN.MURPHY SESSION.SALON** is a program like no other. We believe that the SALON is a FASHION SHOW everyday and clients are the SUPERMODELS. Throughout the SESSION.SALON journey, the SALON.STYLIST will learn what it takes to become a super stylist and explore the parallel lines between the editorial world and the salon.

Stylists will develop in-depth product knowledge, gain insight into the exciting world of editorial styling and how to translate runway looks for their clients. SESSION.SALON is the key that unlocks the world of KEVIN.MURPHY - aspirational to stylists, inspirational for your salon and attainable for your clients.

## SESSION.SALON.ONE: THE.START

Get first-hand knowledge about what it takes to be a member of the SESSION.SALON team. Learn the KEVIN.MURPHY brand philosophy and gain extensive product knowledge. Discover the secret of asking the right questions to uncover your client's ultimate hair dreams. Learn how to maximise the use of the KEVIN.MURPHY tools to expand your skills.

- outcomes:**
- Introduction to KEVIN.MURPHY and SESSION.SALON
  - Gain extensive product knowledge
  - Learn how to diagnose different hair types and recommend the right product
  - Understand how to use KEVIN.MURPHY tools effectively

**course duration:**  
10am - 4pm

## SESSION.SALON.TWO: BACK.STAGE

Understanding product is the key to unlocking your clients' needs and achieving their desired finish. Just like working backstage at a fashion show, you need to know exactly how to apply a product and how it is going to perform. And then it's show time! Learn how to cope with the demands of a high-pressured environment where your ability to listen, knowledge and timing will either make or break you!

- outcomes:**
- Explore hair textures and product matches
  - Discover the importance of timing, teamwork and planning
  - Understand the importance of sticking to the brief
  - Learn current runway looks that your salon clients will love

**course duration:**  
10am - 4pm

## SESSION.SALON.THREE: THE.BRIEF

This session takes you through the process of breaking down a brief and explores how to identify seasonal fashion trends that you can share with your salon team and clients. The day includes storyboarding a concept, following a brief, developing a look and showcasing it to the class.

- outcomes:**
- Learn the importance of a thorough consultation
  - Unlock your creativity by creating a mood board
  - Create your own KEVIN.MURPHY look and match products to complete it
  - Present your themed concept to the class

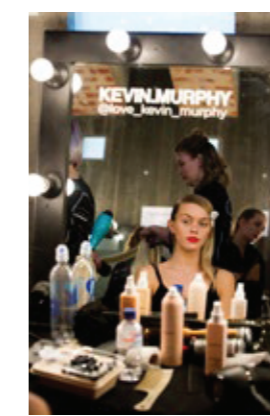
**course duration:**  
10am - 4pm

## SESSION.SALON.FOUR: GRADUATION

You're now ready to unleash your newfound creativity and knowledge onto the world! Your final challenge is to create a new KEVIN.MURPHY look on a live model and share it to your peers and guests at an intimate graduation showcase. Invite your salon team members to see you demonstrate the skills you've learnt over your SESSION.SALON journey and to see you graduate.

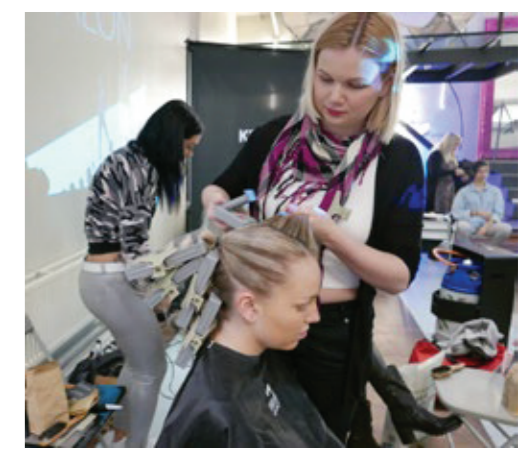
- outcomes:**
- Fine tune your communication skills
  - Gain confidence in presenting
  - Create your own KEVIN.MURPHY inspired look on a live model
  - Become a KEVIN.MURPHY SESSION.SALON GRADUATE

**course duration:**  
10am - 4pm



"My business has benefited greatly through the education and support from KEVIN.MURPHY SESSION.SALON. It's great to receive not only product knowledge, but also the latest tips and techniques to achieve on trend looks for our clients. SESSION.SALON has given my stylists confidence to take everything they learn from each session and educate not only their peers; but also our clients. Everyone gains! I would definitely recommend the SESSION.SALON program to other salon owners who are looking to increase sales and inspire their whole team."

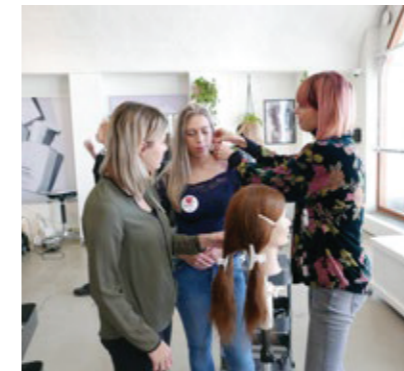
**KOH ELWOOD**  
Melbourne, Australia



"I am beyond impressed with the performance and improvement in the two team members we have had attend SESSION.SALON to date. Not only has it strengthened their styling and hairdressing skill-sets; it has also given them proven tools and strategies to grow their salon home hair care and treatment KPI's. Both girls have increased their \$ per client average and have become the go to people in the salon because of their success and strong product knowledge. SESSION.SALON is engaging and fun for all stylists of any level which has measurable outcomes for the salon business. I highly recommend it for every salon team member!"

**MANE SALON**  
Wellington New Zealand

# KEVIN.MURPHY FROM SESSION TO SALON...



"SESSION.SALON has benefited my business in several ways. Most importantly it has helped educate my stylists on product knowledge, which has in turn led to greater retail sales. It has also helped us find what is important to us as a salon and what we stand for from a branding perspective, that being more environmentally focused. We have also benefited from SESSION.SALON because since Shannon has attended it has increased interest in the SESSION.SALON program in our salon. This has brought on a whole new sense of comradely in the salon. Everyone is bouncing creative ideas off each other and exchanging experiences. The energy is different in the salon and everyone is spreading love and inspiration to one another. I am a strong believer that a business can't succeed without happy employees that continue to grow and inspire each other each and every day. This is a huge honor for us to be able to tell our clients that we are a SESSION.SALON it is still like a dream for us. We have had new clients call to make appointments and they want to book with us because we are a SESSION.SALON."

**Christie-Adam Salon & Spa**



"When we opened Love Hair, we knew that we needed Kevin.Murphy and to become a SESSION.SALON. The fact that Kevin Murphy Session.Salon has such a vast range of training classes allows every level of stylist to be able to be educated. Our team have learnt so much from the extensive program and really understand the nature and ability of Kevin.Murphy products. Our stylists and clients continue to keep falling in love with Kevin Murphy!"

**Love Hair**  
Broadway, England

