



**SESSION.SALON**  
KEVIN.MURPHY

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# SESSION.SALON

## THE STORY

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Our KEVIN.MURPHY education program takes stylists on a journey from session to salon. It's Kevin's bold ideas and original thinking that made him the trend-setting stylist that we know today, changing the way people look at hair with his effortless beach hair style. People thought it would be the look of one summer, when in fact, it changed the industry forever.

KEVIN.MURPHY SESSION.SALON is a group of haircare professionals who are leaders in their salons and admired by their peers. It's cult like nature impacts the way we look and the way we communicate. 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, sophisticated, experimental, inspirational, progressive and diverse.

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# SESSION.SALON STYLIST PROGRAM CLASS OUTLINE



## 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 STYLIST PROGRAM CLASS OUTLINE



## 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 with 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:**  
(12:30pm – 6pm)

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# KEVIN.MURPHY FROM SESSION TO SALON

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"First and foremost, I like to thank the team from KEVIN MURPHY for their support and assistance in making this a fun and inspirational learning journey. I benefited not only in product knowledge, creative tips and techniques, but also the confidence to share and educate my clients and peers. Increase sales and gain customer loyalty. I would definitely recommend the SESSION.SALON program to other Salon owners."

**THE HAIR SALON**  
Victoria Sherrley Seah

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"My biggest takeaway from session salon was learning that editorial work is actually really similar to salon life, with many applicable takeaways! Learning to manage expectations, working under time pressure and the extensive product knowledge from the course are just a few to name. I particularly enjoyed going in depth with kevin murphy's product range, i've taken a lot of it back to the salon with me and am definitely more well equipped to serve my clients better!"

**LOVE HAIR SG**  
Felicia Koh

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"SESSION.SALON has been an empowering experience for me as I transitioned from apprentice to stylist. The holistic curriculum meant that we were introduced to wide range of topics such as Kevin.Murphy values, product knowledge, styling, client communication, conceptualisation and even presentation skills. I gained much more confidence in styling and product knowledge and how I communicate with our clients in the salon.

It was also wonderful to be able to journey with stylists from other salons, learning with them and sharing ideas. Our trainer, Jessi, was engaging in her teaching and helped to create a warm and friendly environment for all of us. I am very grateful to have participated in SESSION.SALON and highly recommend it to anyone who is eager to develop as a stylist!!"

**THE PARLOUR**  
Sylvia Ooi

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"The SESSION.SALON has given me the chance to showcase my abilities and inspire my own team to always strive for their own creativity. It has been my pleasure meeting everyone at the session salon, it is such a great opportunity to gather with like minded people with the same passion. A great space to expand our knowledge and improve business too! Thank you SESSION.SALON!"

**SKAURE HAIR BONTIQUE**  
Rudzaidah



# WHAT IS SESSION.SALON?



## THE INSPIRATION

Kevin Murphy and his career as a session stylist is the inspiration behind SESSION.SALON. From SESSION to SALON we look at all the tools stylists can use from insights gained, interpreted and applied from the exciting world of editorial styling, to grow creativity, business and communication.

## 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.

Also to think beyond the chair and explore new ideas that will evolve their skills, their brand style and ultimately, their business. But most importantly, keep them creative.

## HOW

This is a joint commitment; between the salon, the stylist and Woorailoora Pte Ltd, built on mutual respect and based on a foundation of education.

## REGISTRATION FEE

A REGISTRATION FEE is required to be paid prior to the start of the class. On successful graduation the amount will be reimbursed in the form of a Credit Note for the Salon Owner to utilize on future purchases.

## THE STYLIST AGREES TO:

- Responsible for checking WhatsApp / email correspondence & reply to invitations to confirm attendance
- Update the team of any changes to your contact details
- Attend all SESSION.SALON classes 1 – 4
- Bring your STYLIST TOOLKIT. and equipment as requested for each class
- Share your SESSION.SALON learnings with your salon team

## THE SALON OWNER AGREES TO:

- Only applicable to Gold, Platinum & Diamond Tier Salons
- Maintain full range of selected products of KEVIN.MURPHY as per Full Stockist Listing
- Select a stylist from your salon to attend SESSION.SALON
- Ensure the stylist attends all SESSION.SALON classes 1 – 4
- Stay within your agreed W Trade Terms to ensure supply of KEVIN.MURPHY products
- Display the SESSION.SALON decal on your salon window
- Approves to the Registration Fee

## WOORAILOORA PTE LTD AGREES TO:

- Provide exclusive samples prior to launch
- Provide ongoing deals and discounts on salon supplies
- Provide unique marketing opportunities
- List your salon on our Salon Locator

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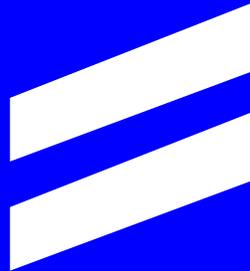
The most in demand stylists are great communicators. SESSION.SALON will of course teach great hair, but what sets us apart is the underlying focus on communication with clients.

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 Woorailoora Pte Ltd

 kevinmurphy\_singapore



[KEVINMURPHY.COM.AU](http://KEVINMURPHY.COM.AU)