

SINGAPORE

KEVIN.MURPHY

# EDUCATION

edition JUL-DEC 2021

## LETTER FROM KEVIN

Hi,

We've emerged from a year that has changed us completely. What we have taken for granted has changed. We have been challenged, questioned all that we knew and felt, and have redefined who we are. 2020 was a year of many firsts for KEVIN.MURPHY. Knowing that we were in lockdown we sent a call to you all to take this as a time of renewal and purpose. We launched Digital Education and the numbers of engagement have been extraordinary and I would like to take this opportunity to thank all involved.

Our cover shot is an image from SLEEPING.WATER shot in majestic Tasmania, Australia. I feel this image is relevant as we use it to represent a reset, a moment to reboot and return to our core values and redefine life. Our model is walking towards the future and we should all take heed to the fact that the future means a return and a rethink of core values. My team and I were literally and metaphorically a thousand miles away while working on SLEEPING.WATER, it was just as 2020 was beginning to unfold into the year that was. We felt safe in nature, we felt calm, complete and it gave us a sense of renewal and strength for what was yet to come.

You should all be proud of what you achieved in 2020. It may not have been what you thought it would be, but we should all be proud of creating our new normal, together.

Think about the difference between a brand and advertising. Advertising is to sell a product and a brand is something less transactional, it's how people feel when they think of you or engage with you. In our education we strive to connect you and your clients, now that we have returned to the salon. It's time to revisit the relationships we have with our clients and our team members. Just as we have changed, so has our client.

As we contemplated the collection BANG BANG, the team and I were passionate that our inspiration by the Britpop movement of the 1990s continued to be fresh and held the appropriate timeless feeling. An exploration of extending the ideas about style and identity that we began in 2020 felt just right to extend and expand for 2021. The BANG BANG collection shows echoes of mod and the swinging '60s of London's Carnaby Street. All looks that were timeless yet new and pulled together by a generation escaping the confines of the past. Its relevance to 2021, as we leave behind the last decade, is astounding, and we again look to the past and the future to create who we feel and know we are, not who we are told we should be.

In closing, I would like to thank you all for your continuing support of KEVIN.MURPHY education. I look forward to a bright new future with you all and trust that we again have delivered exactly what you need in a new landscape.

Regards,



# CLASS

01

## FOUNDATION

These classes will build a great foundation for any KEVIN.MURPHY journey.

DEMO  
START  
FOIL  
LEARN.ME PRODUCTS  
LEARN.ME LOOKS  
BLOW.DRY  
BRAID.ME

02

## INTERMEDIATE

These classes will provide a solid understanding of the core principles involved with KEVIN.MURPHY hairdressing, and colouring, and will prepare stylists for advanced classes.

REFINED  
PH.D  
I.DOO  
TEXTURE.SHAPE.FINISH

03

## ADVANCED

These classes can be taken in any order, customised to the salon's and on request by talking with you and the BUSINESS CONSULTANT recommendation.  
BLONDE.TECHNIQUES  
COLOR.ME CAMPAIGN

# LINE-UP



**“From the fundamentals of colour to more advanced applications, COLOR.ME education has been carefully crafted to deliver the knowledge, techniques and confidence needed to elevate your business behind the chair.”**

**– KATE REID DESIGN.DIRECTOR**

**KEVIN.MURPHY**

# **COLOUR**





Experience the performance and unique characteristics of COLOR.ME by KEVIN.MURPHY. An informative and interactive hands-on session conducted in the salon on live models with assistance from a COLOR.KEY.

**OUTCOMES:** See first-hand the performance of COLOR.ME by KEVIN.MURPHY and have all of your questions about the range answered. After this session, you will be ready to confidently place the colour line in your salon.

**HIGHLY RECOMMENDED FOR:** Salons interested in learning more about COLOR.ME by KEVIN.MURPHY before committing to implementing the line in their salon. Not required to place COLOR.ME in the salon before this demonstration.

**LEVEL:** Foundation

**COURSE TYPE:** Theory and Hands-On

**COURSE DURATION:** 3 Hours

**HOST:** COLOR.KEY

**MAXIMUM NUMBER OF SALONS:** 1 (Including Salon Owner and Lead Colourist)

Welcome to our introductory class offering an overview of COLOR.ME by KEVIN.MURPHY. Theory topics include colour philosophy, hair diagnosis, client communication, product usage and point of difference. Colourists will experience hands-on practice plus instruction on the complete colour-product portfolio.

This class is designed to further your technical skills, help you address challenges and prepare you to deliver the best colour results possible. You'll learn about initial consultations, colour selection, advanced colouration, colour correction, colour removal and practical troubleshooting.

**OUTCOMES:** Increase your knowledge of the crucial elements of colour and diagnosis to meet your clients' needs. Explore and gain a deep understanding of the COLOR.ME product portfolio. Learn how to achieve the perfect personalised colour result for your clients. Understand the techniques, formulations and knowledge needed for colour correction. Explore how to take blonde clients dark and how to remove colour for clients who wish to go lighter.

**HIGHLY RECOMMENDED FOR:** All colourists new to COLOR.ME or new to colour who are looking to expand their understanding of COLOR.ME by KEVIN.MURPHY.

**LEVEL:** Foundation

**COURSE TYPE:** Theory and Hands-On

**COURSE DURATION:** 3 Hours

**HOST:** COLOR.KEY



This is a half-day “look and learn” workshop that may be extended with an additional half-day hands-on model session. It was developed for colourists who want to learn the fundamentals of professional foiling services.

**OUTCOMES:** Learn and understand the fundamentals of high- and low-lightening services with separators like foil. Become efficient and precise in sectioning and selecting the right amount of hair in weaves or slices for a safe workflow and smooth results.

**HIGHLY RECOMMENDED FOR:** Colourists who have attended COLOR.ME START and want to build skills in standard high- or low-lightening services.

**LEVEL:** Foundation

**COURSE TYPE:** Theory and Hands-On

**COURSE DURATION:** Half or Full Day

**HOST:** COLOR.KEY



# REFINED

This essential colour class is a comprehensive exploration of refining – also known as toning – on all depths of hair. You will learn how to choose refining colours that achieve your desired result and how to attain better durability for your clients. The class is designed to help you further your technical skills, address challenges and deliver the best refining results possible in the salon. Learn the importance of creating the perfect canvas and choosing between a SHADE and a TONER; understand the art of communication with clients; and, of course, pick up tips on counteracting unwanted tones. This class will transform you into a master of finishing on all COLOR.ME colours!

**OUTCOMES:** Gain an understanding of toning to refine and learn how to choose products that create beautiful and personalised colours for your clients. We look at using techniques such as shadowing and zone toning to bring your colour work to the next level. Learn how to apply the range to create dimensional reflects that live, move and flatter the wearer every time.

**HIGHLY RECOMMENDED FOR:** Colourists who have completed COLOR.ME START and seek further understanding on how to create the perfect, refined end result.

**LEVEL:** Intermediate

**COURSE TYPE:** Theory and Hands-On

**COURSE DURATION:** 3 Hours

**HOST:** COLOR.KEY

# pH.D

This class will take you on a comprehensive journey through our innovative product pH.D – the alkaline-to-acid transformer – and it will help you to create the most seamless and beautiful formulation results. Understand the instructions for the best possible results, and gain a deeper understanding of pH.D additive ratios for depositing, applying tone on tone, grey blending, refining and glossing your clients' hair.

**OUTCOMES:** Become confident in creating the perfect formulation for your clients and personalising the end result while ensuring the hair is left with the highest integrity.

**HIGHLY RECOMMENDED FOR:** All colourists who are new to pH.D, have attended START and would like to extend their confidence on utilising pH.D in the salon.

**LEVEL:** Intermediate

**COURSE TYPE:** Theory and Hands-On

**COURSE DURATION:** 3 Hours

**HOST:** COLOR.KEY

**NOTE:** Each participant requires a model who should arrive 2 hours after the class start time.



# BLONDE. TECHNIQUES

An advanced and dedicated blonde session that explores everything from undertone to application. This class is designed to further your lightening skills, grow your knowledge in selecting the correct product and address common lightening challenges. Focuses include hair diagnosis, client consultation, lightener selection, advanced lightening colouration, removal of artificial colour, troubleshooting and the point of difference between each product.

BLONDE.TECHNIQUES also covers freehand techniques and high-fashion looks, exploring the ease and simplicity behind achieving gorgeous, lit-from-within colour. Learn to deliver natural, easy-to-maintain colour with invisible new growth, and understand practical salon techniques that clients crave.

**OUTCOMES:** Gain communication skills and learn how to address common problems with blonde hair. Understand the differences between all of our lighteners and when to use a SHADE rather than HIGH.LIFT. Discover how to remove colour while leaving the hair in optimal condition. Learn new takes on commercial techniques to enhance your blonde applications and results.

**HIGHLY RECOMMENDED FOR:** Colourists wanting to improve their COLOR.ME blonde portfolio knowledge and explore new technique ideas utilising painting, foilage and balayage skills.

**LEVEL:** Advanced

**COURSE TYPE:** Theory and Hands-On

**COURSE DURATION:** 3 Hours

**HOST:** COLOR.KEY



This class is our exclusive behind-the-scenes pass to our latest COLOR.ME campaign. Our COLOR.ME shoot moves the needle on hair colour and fashion, and gives you innovative, creative, and technical ideas to take back to the salon. Like the must-have shade of the season, you will explore colours that melt and blend seamlessly for your clients in 2021.

**OUTCOMES:** Experience our 2021 brand direction and explore the inspiration behind the current looks. This fashion-forward class also shares the formulas, techniques, and refinements that will change the way you colour hair for your clients.

**HIGHLY RECOMMENDED FOR:** Colourists seeking inspiration behind the chair.

**LEVEL:** Advanced

**COURSE TYPE:** Hands-On

**COURSE DURATION:** 3 Hours

**HOST:** COLOR.KEY

# COLOR.ME CAMPAIGN



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# STYLING

“At this time in our industry, what we see in the editorial world and what’s happening on the streets have never been closer together. This should be reflected in the work we do with clients in the salon.”

– WADE BLACKFORD, DESIGN.DIRECTOR



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# LEARN.ME

**LEARN.ME**, in three parts, is the most important class you will experience. It is an exclusive tour into everything KEVIN.MURPHY. Think of this class as product insight and exploration, not just product knowledge. **LEARN.ME** is about understanding KEVIN.MURPHY the brand, Kevin Murphy the man, and everything that makes our products and culture so unique.

**OUTCOMES:** Be well-versed in the core principles of KEVIN.MURPHY, product cocktailting and layering suggestions, and learn about the culture and passion behind the creation of the brand. Explore the KEVIN.MURPHY regimens and how to apply this knowledge to your clients using the 1.2.3. language. Enhance your styling services and learn the tips and tricks used to create time-saving KEVIN.MURPHY looks each and every time.

**HIGHLY RECOMMENDED FOR:** Salons and stylists new to the KEVIN.MURPHY range, or salons and stylists looking to revisit and renew their knowledge of the brand.

## PRODUCTS

Take a deeper dive into the regimens. Understand why each of the KEVIN.MURPHY product families exists and which clients each one is recommended for. Simplify the process of client conversations with our 1.2.3. language, develop a problem-solving mindset and explore cocktailting options based on each client's individual needs.

**LEVEL:** Foundation  
**COURSE TYPE:** Look and Learn  
**COURSE DURATION:** 3 Hours; Each level  
**HOST:** GOLD.KEY

## LOOKS

Certain looks will always remain signature to KEVIN.MURPHY styling. Learn about the range of products, unique styling tools and setting techniques that create these signature looks, including our fast

**LEVEL:** Foundation  
**COURSE TYPE:** Look and Learn or Hands On  
**COURSE DURATION:** 3 Hours; Each level  
**HOST:** GOLD.KEY

up-dos. You will leave with a better understanding of the KEVIN.MURPHY approach to hairstyling.



# BLOW.DRY

Meeting a client's need with a great blow-dry is an essential part of the KEVIN.MURPHY philosophy. This class will teach you the foundations of the blow-dry: You will learn the importance of clean sectioning and product choice; how to prepare and execute finished looks on any length of hair; and how to communicate with clients to help them solve problems with blow-drying at home. We will focus on techniques using the range of products and tools necessary to master a perfect finish that lasts every time.

**OUTCOMES:** You will know how to prepare and execute finished looks, whether blow-drying for volume, smoothness or texture. Understand why communication is key to any blow-dry service to ensure that you exceed your clients' expectations.

**HIGHLY RECOMMENDED FOR:** Stylists who have a basic understanding of the product range and are looking to explore blow-dry techniques to advance their skill set behind the chair.

**LEVEL:** Foundation

**COURSE TYPE:** Look and Learn or Hands-On

**COURSE DURATION:** 3 Hours

**HOST:** GOLD.KEY

# I.DOO

Create wedding experiences the KEVIN.MURPHY way. It's a privilege to take part in anyone's special day, but being in the wedding business requires a new outlook. You need an inclusive mindset, patience, great hair skills and business savvy. You need to be an outstanding artist who is confident in current wedding trends, and you must be able to communicate in person and across different media in the planning phase. It is the planning, skills and execution you offer that make the difference. Budgets, timelines and production of the day all need to be looked at – and that's before you even do hair! We will help you to understand and be understood. Learn how to use mood boards as a tool to identify and communicate creative ideas. Set a timeline for visits, and look at the opportunities for your salon and your client as you prepare.

**OUTCOMES:** You will learn new creative skills inspired by KEVIN.MURPHY session styling and be able to create looks that complement any theme. Learn how to work with clients' requests and help them with timelines leading up to and during the entire event. Understand the business of weddings and combine that with beautiful hair to exceed your clients' expectations and to get solid referrals for future wedding business.

**HIGHLY RECOMMENDED FOR:** Any stylist looking to build confidence in working with wedding clientele.

**LEVEL:** Intermediate

**COURSE TYPE:** Theory and Hands-On

**COURSE DURATION:** 3 Hours

**HOST:** PLATINUM.KEY



# BRAID.ME

We have been braiding hair for many centuries, across many cultures, and history has shown that it will always be at the forefront of fashion. This class is a fantastic opportunity to learn how to incorporate braiding into your daily styling and how to use these techniques creatively behind the chair, on set or backstage during any fashion event. Warm up your fingers, as those will be your most powerful tools in this class!

**OUTCOMES:** In this class, you will explore the craft of braiding and identify key techniques to extend your skill portfolio. Begin by learning four classic braiding techniques: French braid, Dutch braid, rope braid and fishtail braid. Then use these techniques to create braided styles of your own.

**HIGHLY RECOMMENDED FOR:** Passionate stylists with a desire to learn or master braiding.

**LEVEL:** Foundation

**COURSE TYPE:** Hands-On

**COURSE DURATION:** 3 Hours

**HOST:** GOLD.KEY





# TEXTURE. SHAPE. FINISH

When a model arrives on set - regardless of who that model is we apply experience, training, and knowledge to work with their hair's natural texture to meet the brief. Opening your mind to working with all hair textures will elevate your career and allow you to truly become an artist. The time is now to understand that we need to apply our entire skillset to everyone. The tips and tricks that the KEVIN.MURPHY team can help you utilise will make you the best version of a well-rounded hairdresser who is confident working with all hair types and textures.

TEXTURE.SHAPE.FINISH will give you the education you need to elevate your career regardless of geography. In this interactive class, you will explore product application and choice that the KEVIN.MURPHY creative teams use on campaigns and runway shows. Take a dive into the editorial world of product and see in real time how we achieve the iconic texture, shapes and results that are signature to KEVIN.MURPHY.

**OUTCOMES:** Learn creative new ways to use the portfolio of products on all of your clients. You will gain the skills required to become a true expert in product application and layering with insight into the editorial world that will take your styling to the next level.

**HIGHLY RECOMMENDED FOR:** Stylists looking to increase their level of comfort in working with all hair types and textures and which KEVIN.MURPHY products they should use to achieve the best results in and out of the salon.

**LEVEL:** Intermediate

**COURSE TYPE:** Theory

**COURSE DURATION:** 3 Hours

**HOST:** PLATINUM.KEY



# **SESSION.SALON**

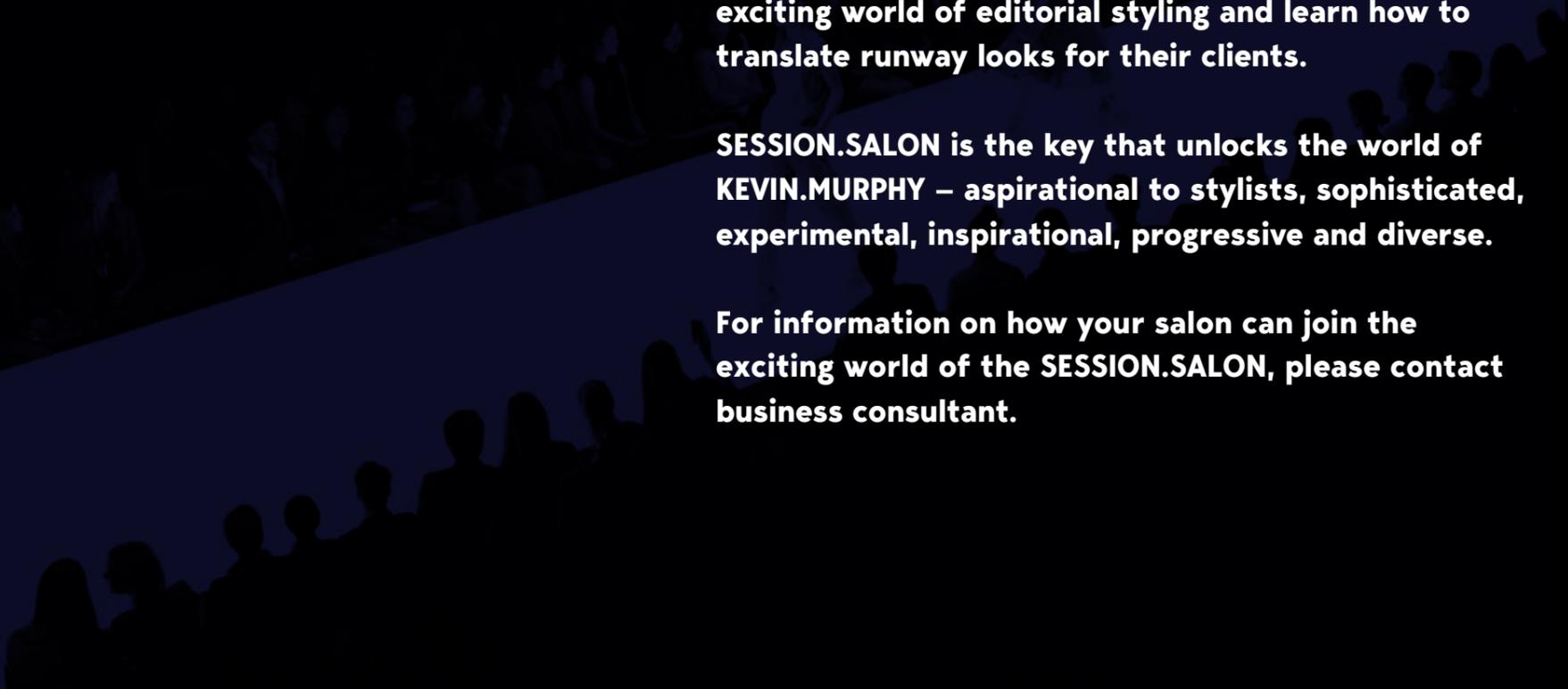
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Our KEVIN.MURPHY education program takes stylists on a journey from session to salon. It's Kevin's bold ideas and original thinking that made him the trendsetting stylist we know today. His effortless beach hairstyle changed the way we look at hair. People thought it would be the look of just one summer, but in fact, it changed the industry forever.

KEVIN.MURPHY SESSION.SALON is a group of hair care professionals who are leaders in their salons and admired by their peers. They impact 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 learn 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.

For information on how your salon can join the exciting world of the SESSION.SALON, please contact business consultant.



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# PODCASTS

Subscribe to our Conversations with Kevin Podcast Channel on Apple Podcasts or Google Play to tap into incredible conversations and content about the brand we are all in love with. We upload new episodes monthly that shares industry insights, expert advice, inspiration and product information. Happy listening everyone!

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# EDUCATION INSIDER

This is a newsletter that you want to receive! Signup to become a part of the exclusive team of KEVIN.MURPHY Education insiders. Becoming an education insider will give you the curated updates about the brand including new podcast releases, new collection techniques, inspirational content from the global team and much, much more.

EDUCATION INSIDER:





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# **KM.TV**

**KM.TV, is our digital education platform hosted on the Love Kevin Murphy Facebook page. KEVIN.MURPHY's DESIGN.DIRECTORS, MASTERS, and Kevin himself are working together to bring fun, interactive education classes to the hair community to help us all feel inspired and connected.**

**Please use the QR code on this page to gain direct access to our Love Kevin Murphy Facebook Events page for more episodes coming your way!**

**KM.TV**



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