

North America

KEVIN.MURPHY

EDUCATION

Edition 2019



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Education Info



Edition 2019

Welcome to KEVIN.MURPHY Education

Last year we spoke about the idea that seasons are a thing of the past. The current fashion climate sees strong influencers like Gucci and Balenciaga being the two most searched, clicked and viewed fashion brands on the planet. It's no mistake that the "what's wrong is right" they are using is a strategy of a strong and clearly identifiable design language, evolving gradually from season to season. Instead of reinventing things and starting from scratch; this is the way forward. Give our clients the power to create their own look and show that we understand their own unique style.

Never before has there been so much variation between the fashion houses. We've entered a new era, where it's acceptable to wear everything at once, to mix up patterns and colours and gender to glorious excess.

The world is changing, and we are quickly rethinking antiquated values to do with diversity. From gender to equality- we are resetting the rules. With gender we now don't refer to androgyny, we refer to diversity and inclusion. You may notice that this year there have been a lot of blurred lines with fashion on the catwalk. This represents the lines are converging somewhat and that fashion really is the great equaliser.

That's why this year we're giving you the tools to navigate style and looks that can be tailored to any client's need. With inspired styles, cuts and colours, you will be able to find a new direction and respond to the revolutionary change within fashion today. Wherever in the world you are - enjoy THE RIGHT.WRONG collection!



KEVIN MURPHY

Meet our Team

DIRECTORS

Kevin Murphy
Nathan Gorman HEAD.MASTER
Wade Blackford DESIGN.DIRECTOR STYLING
Kate Reid DESIGN.DIRECTOR COLOR.ME
Pascal Van Loenhout DESIGN.DIRECTOR CUTTING

NORTH AMERICAN TEAM

Tim Abney GLOBAL EDUCATION DEVELOPMENT DIRECTOR
Jodana Geary COLOR.ME EDUCATION MANAGER
Joseph Gossen GLOBAL DIGITAL EDUCATION MANAGER / STYLE.MASTER
Nic Lange COLOR.ME TRAINING & DEVELOPMENT MANAGER
Ali Batista STYLE.MASTER
Mark Clayton CUTTING.MASTER / STYLE.MASTER
David Cruz SESSION.MASTER
Courtney Cochran COLOR.MASTER
Topher Lewis COLOR MASTER
Sarah Lund STYLE.MASTER
Tim McClean CUTTING.MASTER / STYLE.MASTER
Marsha Moran COLOR.MASTER
Leland Olson COLOR.MASTER
Jan Patanao COLOR.MASTER
Shelly Wilson COLOR.MASTER





THE COLLECTION STORY OF

RIGHT. WRONG

At KEVIN.MURPHY we want to celebrate the authenticity of the individual.

Fashion traditionally has told us right from wrong. Magazines, runway shows, and street style were supposed to let us know what we should and shouldn't wear.

The division of people who are in, from the people who are out, in a global world now seems dated. In today's world of inclusion and acceptance; it just makes no sense at all. Fashion was seen to be about looking attractive and feeling exclusive rather than being you, an individual and unique. The thing is if we continually create hair for fashion then we are not creating looks for individuals.

Today we are celebrating the individual's uniqueness. Everyone has a right to occupy the space that they hold. Everyone is special, and everyone has a right to be as they are and present themselves as they wish. Fashion can be powerful when it's personal. This is why the idea of carving out a personal style has now become so compelling. But unfortunately, fast fashion has stifled a lot of fashion's personality, both by speeding things up to a breakneck pace and by homogenising trends right across the world. This is what we mean by a return to artisan values. It's our job in salon to help clients carve out that personal style. We uncover our client's truths, work with them to develop their style and create something that is anything but "fast fashion" hair. People want you to take the time to create something just for them. They want and deserve to discover and be who they are in a safe space, your salon.

The KEVIN.MURPHY stylist lives this diversity. Every day, salons are a snapshot of the world in which they live. The techniques in THE RIGHT.WRONG Collection can be applied to all you encounter. It's not just about a genderless haircut, it's about forgetting about diversity and just being diverse. We invite you to join the RIGHT.WRONG movement.

COLLECTION

In THE RIGHT.WRONG COLLECTION we're exploring fashion and a more diverse world. The idea of seasonal trends is no longer relevant and today is all about the individual. That's why this year we are giving you the tools to navigate style and looks that can be tailored to any client's need. With inspired styles, cuts and colours, you will be able to find a new direction and respond to the revolutionary change within fashion today.

STYLE

"There is never a wrong or right in fashion – there are just choices. For example, the choice to embrace your look, style and culture or to play with the “rules” and explore boundaries. If we approach every single client in our salons with this truth, then the possibilities are boundless.”

– NATHAN GORMAN HEAD.MASTER

COLOUR



CUT

Take a look at the craft of hairdressing and the work of your hands. Explore styling shapes and techniques that are relevant to you and your client's world. Learn to navigate this seismic shift in fashion and all things hair towards personal expression and authenticity of the individual.

OUTCOMES: Explore and learn how to create modern texture and individual movement. Gain a strong understanding of advanced finishing techniques and learn how to use product to create the ultimate finish. Explore how to create the kind of styles that your clients want to compliment who they are.

HIGHLY RECOMMENDED FOR: Anyone who want to improve their skillset and has a passion for styling hair and fresh up-do's, that are different from the rest.

LEVEL: Advanced

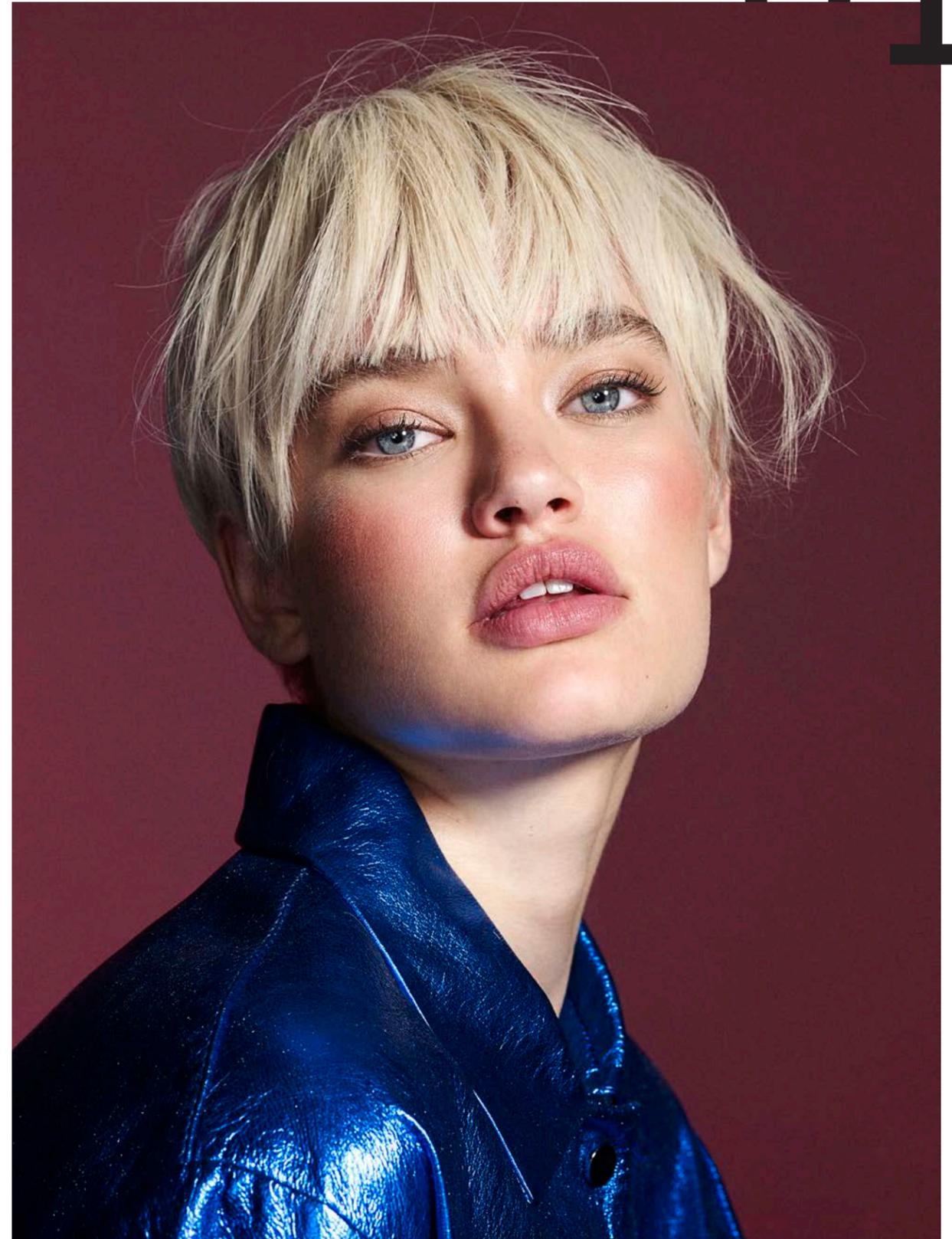
COURSE TYPE: Hands-On

COURSE DURATION: 4-6 hours

HOST: KEVIN.MURPHY DIAMOND.KEY and Higher



STYLISTS



01

CUT



We take a look at cuts that are fresh that allow you to interpret and explore the techniques. Mix them up, take inspiration and apply it to your clients immediately. In our signature KEVIN.MURPHY cuts, you will take home techniques that are instantly adaptable to the salon and will open your eyes to new possibilities.

OUTCOMES: Learn how to cut to the curve of the head and understand how to manipulate the natural texture and movement of hair. This year we are looking at how hair is transitioning through different lengths from short to long, how layers and graduation have changed and personalisation. We also create the perfect finish with complimentary styling techniques and product combinations for each haircut.

HIGHLY RECOMMENDED FOR: Any passionate cutter who would like to extend their knowledge and learn not only what's coming but also, how to personalise it.

LEVEL: Advanced

COURSE TYPE: Hands-On

COURSE DURATION: 4-6 hours

HOST: KEVIN.MURPHY CUTTING / STYLE.MASTER or Qualified CUTTING.KEY

COLOUR

This year our RIGHT.WRONG gives colour techniques that will enhance you technically from freehand to structure. Designed to be applied right away to a variety of clients and created to make you a superior artist while unlocking your creativity.

To complement our CUT.ME collection we offer you inspired and adaptable colours. Explore how shade and tone can either be complimentary or opposing, zone toning and overlays that sit on the hair like a filter. Create beautiful hair with on-trend colour and learn how to make choices and personalise and adapt your techniques to meet clients' needs head on in 2019.

OUTCOMES: Understand precision and free-form colour, build on your existing skills combined with COLOR.ME technique and recipes. Learn the power of an overlay and new toning ideas. This is a technique-based class that will allow you to explore the infinite possibilities of line, form, texture and shape in colouring new season CUT.ME techniques.

HIGHLY RECOMMENDED FOR: Stylists who want to push the boundaries of hair colouring techniques.

LEVEL: Advanced

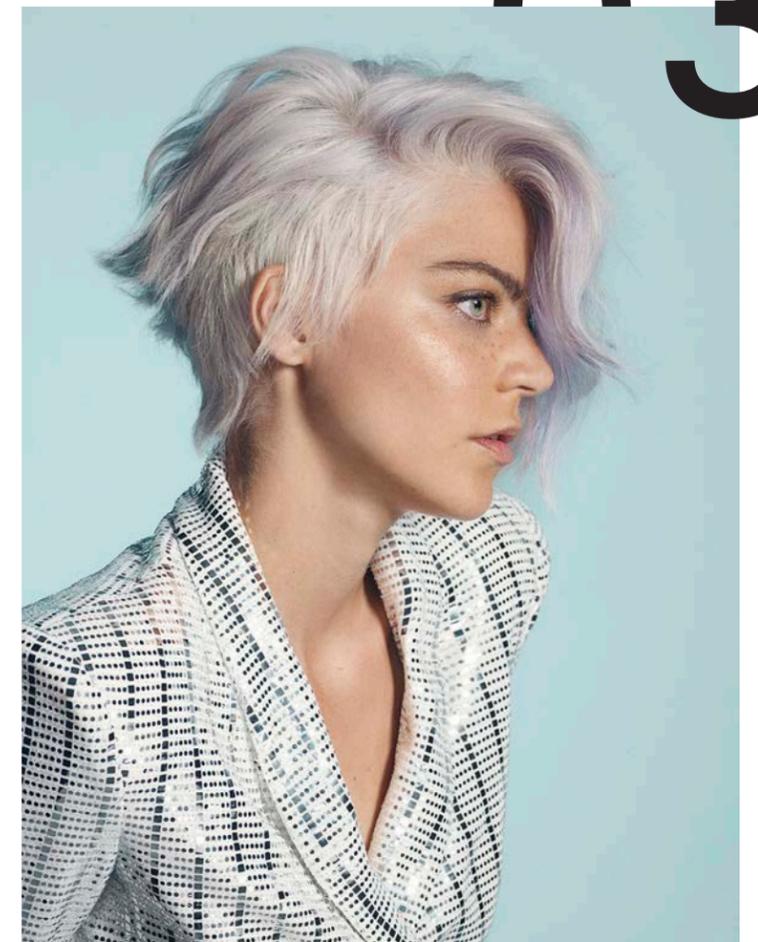
COURSE TYPE: Hands-On

COURSE DURATION: 4 hours

HOST: COLOR.MASTER or DIAMOND KEY

NOTE: All of our collection classes may be intermixed or personalised. You may attend styling or cutting as a stand-alone class or combine cutting and colour with our CUT.COLOR.ME class.

Please see next page for details on our CUT.COLOR.ME class offering.





CUT. COLOR. ME

In this class you will explore both cutting and colour techniques from our RIGHT.WRONG COLLECTION to create complete looks. Designed to be personalised straight away to a variety of clients; you will discover the infinite possibilities of line, form, texture and shape that are complimented by the latest COLOR.ME techniques. Create beautiful wash and wear hair with on-trend colour, shapes and design.

OUTCOMES: : Learn how to cut to the curve of the head and the art of unlocking natural texture and movement in the hair. Explore precision and free-form styling, building on your existing hair-layering skills combined with COLOR.ME techniques and recipes.

HIGHLY RECOMMENDED FOR: Stylists who want to push the boundaries of hair cutting and colour techniques.

LEVEL: Advanced

COURSE TYPE: Hands-on

COURSE DURATION: 8 Hours

CLASS LEADER: KEVIN.MURPHY CUTTING.MASTER, COLOR.MASTER or STYLE.MASTER



“For this year’s collection we created all-inclusive looks with a focus on transformation. Styles that can shift between length and movement, seamlessly making long hair short while still celebrating natural textures and sleek styling. It’s all about the wrong and the right existing together in the same space and complimenting each other.”

– WADE BLACKFORD, DESIGN.DIRECTOR STYLING

STYLING



LEARN.ME is the most important class a salon will ever see. It is an exclusive tour into everything that KEVIN.MURPHY stands for. Classes that centre around products usually become just that; a class about products. LEARN.ME is, most importantly, about understanding who we are and how and why this makes our product so unique.

The culture, core principles and philosophies behind KEVIN.MURPHY are imperative for salons who have decided to partner with KEVIN.MURPHY. We believe that discussion on product is more than the liquid in the bottle. It's in our stories, culture and history!

OUTCOMES: Be well versed in the Three Core Principles of KEVIN.MURPHY, product cocktail / layering suggestions, understanding the culture and passion behind the creation of the brand and how to comfortably recommend product to your clients, therefore, increasing loyalty and driving your business forward.

HIGHLY RECOMMENDED FOR: Salons and stylists new to the KEVIN.MURPHY range.

LEVEL: Foundation

COURSE TYPE: Look and Learn

COURSE DURATION: 2 hours

HOST: KEVIN.MURPHY GOLD.KEY and Higher

LEARN.ME

There are certain looks that will always remain signature to KEVIN.MURPHY styling. This class will help you understand the KEVIN.MURPHY tool range and styling products to create hair and signature looks of KEVIN.MURPHY. This class is for those who want to explore our tools and product cocktail suggestions. You will leave with a better understanding of the KEVIN.MURPHY approach to hairstyles and explore modern setting techniques and fast up dos by using KEVIN.MURPHY SEWING.KITS, CURLERS and WAVE.CLIPS.

OUTCOMES: Understand the KEVIN.MURPHY tool range and styling products to create on-trend hair and gain an understanding of the classic KEVIN.MURPHY textures and shapes. This class is for those who want to explore our tools and product cocktail suggestions to obtain a new finish.

HIGHLY RECOMMENDED FOR: Stylists with a basic understanding of the product range who are looking to enhance their styling services and have completed LEARN.ME.

LEVEL: Foundation

COURSE TYPE: Look and Learn or Hands-On

COURSE DURATION: 2-4 hours

HOST: KEVIN.MURPHY GOLD.KEY and Higher

STYLE.ME



The blow dry is an essential part of the KEVIN.MURPHY philosophy of how to create great hair. This course will teach stylists how to prepare and execute finished looks whether blow drying for volume, smoothness, texture or any combination of these finishes on multiple lengths of hair. We will focus on the blow dry techniques using the range of products and tools that are necessary to master looks from Kevin's campaigns. In this class, you will learn the foundations of the blow dry and the importance of clean sectioning and product choice. You will explore the Ten Commandments of a perfect finish.

OUTCOMES: Stylists will know how to prepare and execute finished looks whether blow drying for volume, smoothness, texture or any combination of these finishes.

HIGHLY RECOMMENDED FOR: Stylists with a basic understanding of the product range who are looking to explore blow drying techniques that are wanting to advance their blow dry techniques and provide the ultimate finish to the hair.

LEVEL: Foundation

COURSE TYPE: Look and Learn or Hands-On

COURSE DURATION: 4-6 hours

HOST: KEVIN.MURPHY GOLD.KEY and Higher

BLOW.DRY 1 & 2



I.DOO

Say "I.DOO" to innovative ideas for life's big celebrations!

In this class you will learn to create bridal hairstyles the KEVIN.MURPHY way. Our valuable salon clients look to us for not just daily advice with their hair, they also look to us to create beautiful wearable hairstyles for their big day. I.DOO provides the opportunity for you to break away from the safe and obvious by motivating you to create great bridal hair with a fashion edge by using the perfect products from start to finish. We will teach you different techniques to take your bridal looks to the next level and create long lasting, beautiful wedding hair for not just the bride, but also her entire bridal party. You will learn new skills inspired from session styling that you will be able to take into your salon stitching and braiding to create vintage styles, bohemian and classically inspired looks. Learn how to take wearable fashion looks into beautiful wedding hair!

OUTCOMES: Stylists will learn new techniques using the best products to create long lasting looks. You will learn how to work with the different client requests and help them achieve that extraordinary look for their big day. Stylists will use their own creativity to create fashionable wedding hair and explore how to incorporate enhancements such as flowers, veils and tulle.

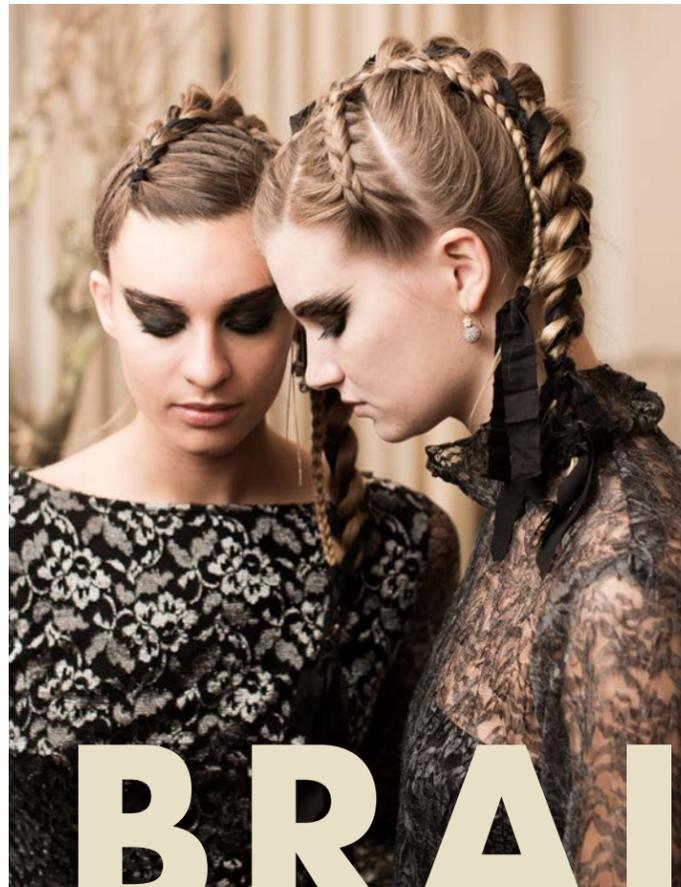
HIGHLY RECOMMENDED FOR: Any stylist looking to build confidence in working with wedding clientele.

LEVEL: Intermediate

COURSE TYPE: Hands-on

COURSE DURATION: 4-6 hours

HOST: Qualified GOLD.KEY and Higher



BRAID.ME CLASSIC

Braiding has been a trademark for many years and it has now made way into editorial styling, the runways and magazines. It has become a centre piece of fashion. This class is a fantastic opportunity to learn that braiding can be used in any daily styling you do or more creatively if you dare. Warm up your fingers as those will be your powerful tools in this class.

OUTCOMES: Stylists will further explore the craft of braiding and extend their skill portfolio. In this class, stylists will begin by learning four classic braiding techniques: French braid, Dutch braid, rope braid and fishtail braid. They will then use these techniques to create braided styles all their own.

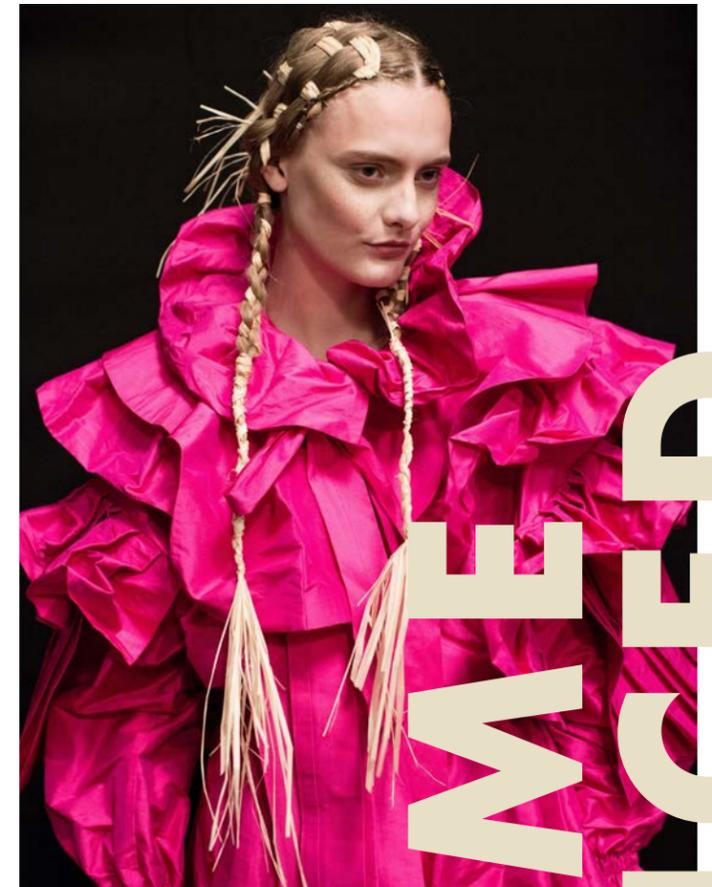
HIGHLY RECOMMENDED FOR: Passionate stylists with a desire to create new, modern hair with braiding.

LEVEL: Foundation

COURSE TYPE: Hands-on

COURSE DURATION: 4-6 hours

HOST: Qualified GOLD.KEY and Higher



Braiding has been featured for many years in numerous cultures and history has shown us that it will never go out of fashion. Let's explore this world together with award winning Marianne Jensen. Marianne brings global influences and knowledge to this advanced braiding program. Explore the braid mastery and unlock your potential that will lead you to a truly unique form of expression that Marianne has built and shared for many eras.

OUTCOMES: Stylists further explore the craft of braiding and extend their skill portfolio.

HIGHLY RECOMMENDED FOR: Passionate stylists who are already skilled in fundamental braiding and have a desire to create new, modern hair with the technique. It is highly recommended that junior stylists attend BRAID.ME CLASSIC first.

LEVEL: Advanced

COURSE TYPE: Hands-on

COURSE DURATION: 4-6 hours

HOST: KEVIN.MURPHY STYLE.MASTER

BRAID.ME ADVANCED

SHOOT.ME

Prepare to be inspired! Every picture you see in a fashion magazine tells a story. It's not a story that the reader necessarily sees with his or her own eyes. It's the story of a creative team working to create a single moment in time. That is the world of the session stylist and for KEVIN.MURPHY it is a world full of inspiration and expression where a single moment can inspire an idea that will translate into a product.

The photo shoot is the optimum stage to express your creativity and individuality as a hairdresser and SHOOT.ME will give you the tools you need to execute your single moment to be captured on film. This 2-day workshop will involve working with every single team member required to pull off a shoot. You will create mood boards to discuss with the photographer, the make-up artist and the wardrobe stylist to help achieve your results. This class is a great experience for anyone wanting to experience the world of editorial shooting!



OUTCOMES: The stylist will leave feeling empowered after spending two days in the studio creating and producing their own photo session. They will leave with a final product; their photograph and an extraordinary amount of knowledge in setting up and preparing for their next photo shoot opportunity.

HIGHLY RECOMMENDED FOR: Stylists wanting to pursue a career in the editorial world or stylists looking to gain some advanced experience in the elements of a photo shoot. It is highly recommended the stylist attend COLLECTION before attending this workshop.

LEVEL: All levels
COURSE TYPE: Hands-on
COURSE DURATION: 2 days
HOST: KEVIN.MURPHY SESSION.MASTER

FASHION. WEEK BY KEVIN. MURPHY



The KEVIN.MURPHY team are directing and creating hair on numerous shows every season for Fashion Weeks in Melbourne, Copenhagen, Paris, Stockholm, Berlin, Amsterdam, Prague, Budapest, and Tallinn. Prêt-à-porter to haute couture. The KEVIN.MURPHY MASTERS are bringing a selective choice of looks from these fashion week runway shows to a stage near you! Let us take you out of your salon environment for a moment and place you at a fashion show where you get to see how the KEVIN.MURPHY products and tools are helping designers to create their vision in hair suitable for their collection.

FASHION.WEEK by KEVIN.MURPHY gives you insight into what the most prestigious and coolest designers are doing and what trends they create. Sit back and let the fashion week runway show come to you!

OUTCOMES: Stylists will leave feeling inspired and up to date with the latest catwalk trends in both fashion design and hair.

HIGHLY RECOMMENDED FOR: Stylists who are interested in the latest trends and desire to know how the KEVIN.MURPHY product range performs in its natural environment – fashion styling.

LEVEL: All levels
COURSE TYPE: Show
COURSE DURATION: 1 or 2 hour event
HOST: KEVIN.MURPHY COLOR.MASTER, STYLE.MASTER or CUTTING.MASTER

INSPIRE. ME

Inspiration comes in many different forms. The STYLE.MASTER, CUTTING.MASTER and COLOR.MASTER, core members of Kevin's creative team at KEVIN.MURPHY, brings a customisable experience to your audience in an effort to leave them inspired to reach new heights in their careers as hairdressers. The INSPIRE.ME format is perfect for existing, new and prospect clients.

The demonstration will focus on the yearly collection and our culture and brand philosophy. This event lasts 90-minutes to 2 hours and is suitable for everyone who is interested in KEVIN.MURPHY education and products. For an audience between 40-300 people. This is an education cocktail best served after work!

OUTCOMES: Stylists will leave with a deeper level of inspiration with the KEVIN.MURPHY brand. The stylists will have a clear understanding of how to adapt today's fashion styles to their clients in the salon. The MASTERS will showcase our Collection with various styling, colouring and cutting techniques. You will gain a better understanding of how to use our range of products in new and fresh ways.

HIGHLY RECOMMENDED FOR: Stylists ranging from those who are new to the KEVIN.MURPHY brand to veteran supporters of KEVIN.MURPHY who are seeking the next level of inspiration in the world of hairdressing.

LEVEL: All levels

COURSE TYPE: Look and Learn / Event

COURSE DURATION: 1.5 - 2 hours

HOST: ALL KEVIN.MURPHY MASTERS





“This year our cuts are a modern take on classic shapes. We use a strong shift in proportion and texture for a contradiction between solid and wispy, sleek and messy and long and short. Editorially inspired these genderless cuts change the perception of beauty.”

–PASCAL VAN LOENHOUT, DESIGN.DIRECTOR CUTTING

CUTTING

CUT.ME STRAIGHT. EDGE

Cutting a true straight line is never as easy as it seems. A fundamental experience with a straight scissor that is inspired by the KEVIN.MURPHY philosophy of cutting hair. Great for a new stylist or anyone craving an update or anyone that trains salon team members. Learn to renew your skills in body position, projection and sectioning to strengthen your hair cutting expertise. The CUT.ME STRAIGHT.EDGE techniques will expand your proficiency and open your eyes to a new approach to precision cutting. You will learn technical proficiency, parting and sectioning and understand how natural texture affects the result and movement of hair. Gain exposure to cutting with purpose.

OUTCOMES: Learn to refine your skills in body position, projection, and sectioning. The purpose of this course is to strengthen the foundation of your approach and your skill to produce quality haircuts with a straight scissor.

HIGHLY RECOMMENDED FOR: Stylists who are looking to enhance their skill level in hair cutting with a straight scissor. This class is the perfect foundation before entering the CUT.ME COLLECTION class.

LEVEL: Intermediate
COURSE TYPE: Demo or Hands-on
COURSE DURATION: 4-6 hours
HOST: KEVIN.MURPHY STYLE.MASTER, CUTTING.MASTER or Qualified CUTTING.KEY



This cutting program offers a diversity of classic techniques that draw upon the traditional techniques of barbering. Learn how to master the core elements of these timeless yet strong looks in order to create a personal and unique style. We will be showcasing all the relevant techniques and tools needed to understand these fundamental principles of men's cutting. You will learn a variety of haircuts and gain an understanding of how length, shape and proportion are the most valuable ingredients for successfully establishing a great men's cut. Not for the faint hearted, this is men's style for the most fashion forward individuals.

OUTCOMES: Become more skilled in the approach and technique involved in today's fashion hairstyles. This course offers a blend of barbering and fashion hairstyling to make you more confident with your male clientele.

HIGHLY RECOMMENDED FOR: Hairdressers and/or barbers looking to increase their skill level in barbering and fresh haircutting concepts to enhance the service they give to their male clientele in the salon.

LEVEL: Intermediate
COURSE TYPE: Demo or Hands-on
COURSE DURATION: 4-6 hours
HOST: KEVIN.MURPHY CUTTING.MASTER, STYLE.MASTER or Qualified CUTTING.KEY

CUT.ME MEN'S





“For this year’s collection I feel that there is no typical in hair colour but a return to the need for foundation and structure. Unexpected shades reinvent the colour story and allow for not only artistry but also, individuality. The fact of two things being seen or placed together with contrast creating effects and overlay filters create a unique refinement.”

– KATE REID, DESIGN.DIRECTOR COLOR.ME

COLOR



COLOR.ME DEMO

Experience the colour and performance of COLOR.ME through an informative and interactive hands-on session conducted in the salon on live models with assistance from a COLOR.MASTER or COLOR.KEY.

OUTCOMES: Understanding the COLOR.ME philosophy, technology, hair diagnosis and colour fundamentals. Knowing the COLOR.ME product portfolio and becoming familiar with the usage.

HIGHLY RECOMMENDED FOR: For salon owners or head colourist thinking about changing to COLOR.ME.

LEVEL: New Accounts

COURSE TYPE: Theory and Hands-On

COURSE DURATION: 4 Hours

HOST: COLOR.MASTER or COLOR.KEY

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

Our introductory class offering a fundamental overview of COLOR.ME with colour theory and a practical session with models. Class topics include philosophy, hair diagnosis, how to use and point of difference, the complete product portfolio plus usage.

OUTCOMES: Gain an understanding of the crucial elements of colour, diagnosis to meet client's needs and a deep understanding of the product portfolio. Learn how to achieve the perfect colour result for your client.

HIGHLY RECOMMENDED FOR: All colourists new to COLOR.ME or new to colour.

LEVEL: Foundation

COURSE TYPE: Theory and Hands-On

COURSE DURATION: 8 Hours

HOST: COLOR.MASTER OR COLOR.KEY

MINIMUM NUMBER OF ATTENDEES: 8

MAXIMUM NUMBER OF ATTENDEES: 20

NOTE: Colourists must complete this class before moving on to COLOR.ME 2.0. Each participant requires a model, who should arrive 3 hours after class start time.



COLOR.ME FOUNDATION

A visual consultation tool for personalised hair colour featuring premium fringes in our most desired shades designed exclusively for COLOR.ME by KEVIN.MURPHY. Featuring a carefully curated collection of the most sought-after shades, FRINGE.BENEFITS captures a variety of depths and reflects in warm, cool and natural tones and offers a representation of our various colour categories. And with the limitless playfulness and intermix ability of COLOR.ME, you don't have to settle for just 10 shades.

OUTCOMES: Gain a better understanding of colour communication, suitability and matching skin tones, as well as exploring which shade works best on each and every client.

HIGHLY RECOMMENDED FOR: All hair colourists seeking better understanding of skin tone and colour suitability.

LEVEL: Foundation

COURSE TYPE: Theory and Hands-On

COURSE DURATION: 2 Hours

HOST: COLOR.MASTER or COLOR.KEY

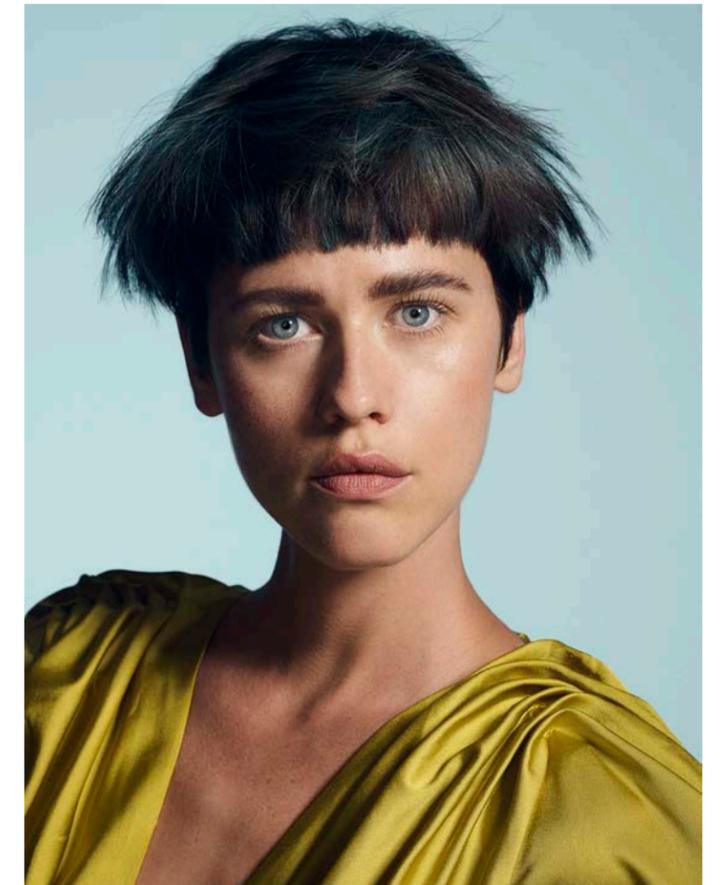
MINIMUM NUMBER OF ATTENDEES: 8

MAXIMUM NUMBER OF ATTENDEES: 20



FRINGE.BENEFITS

COLOR.ME 2.0



An advanced class offering in-depth knowledge from initial consultation to colour correction, designed to further your technical skills, address challenges and deliver the best results possible. Topics include diagnosis, consultation, formulation, advanced colouration, removal of colour and troubleshooting.

OUTCOMES: In 2.0 you will look at communication, techniques, formulations and knowledge needed to apply directly to colour correction. Understand how to simplify taking blonde clients to dark, and colour removal processes for clients who wish to go lighter. Plus explore how to achieve optimal grey coverage.

HIGHLY RECOMMENDED FOR: Experienced colourists who have completed the FOUNDATION class and want to build their confidence and know-how with COLOR.ME.

LEVEL: Intermediate

COURSE TYPE: Theory and or Hands-On

COURSE DURATION: 8 hours

HOST: COLOR.MASTER and all COLOR.KEYS

MINIMUM NUMBER OF ATTENDEES: 8

MAXIMUM NUMBER OF ATTENDEES: 20

NOTE: EACH PARTICIPANT REQUIRES A MODEL THAT ARRIVES 3 HOURS AFTER CLASS START TIME.



FREESTYLE. LIGHTENER TECHNIQUES

2019 sees a new fashion collection of fundamental techniques mixed with high fashion looks. This collection introduces you to **FREESTYLE.LIGHTENER** and illustrates the ease and simplicity behind gorgeous, lit-from-within colour. Delivering natural, easy to maintain colour with invisible new growth, plus in the salon techniques which your clients are craving. **FREESTYLE.LIGHTENER** offers practical applications that can be used in the salon every day.

OUTCOMES: Learn four freehand techniques using **FREESTYLE.LIGHTENER** and the **LIGHTENING.WAND** plus product information to enhance your freehand painting in salon to create finishes that today's client will love.

HIGHLY RECOMMENDED FOR: Experienced colourists who have attended **FOUNDATION** and **2.0** wanting to advance their freehand painting / balayage skills.

LEVEL: Advanced
COURSE TYPE: Hands-On
COURSE DURATION: 4 Hours
HOST: **COLOR.MASTER** and all **COLOR.KEYS**
MINIMUM NUMBER OF ATTENDEES: 8
MAXIMUM NUMBER OF ATTENDEES: 20



COLOR.ME REFINE.ME

This essential colour class explores in-depth knowledge of toning and refining on all depths of hair. You will learn how to pick a toner that achieves your desired end result plus attaining better durability for your client. Designed to further your technical skills, address challenges and deliver the best toning results possible back in the salon. You will learn the importance of creating the perfect canvas, choosing a shade vs a toner, consultation and of course tips on counteracting unwanted tones. Let REFINE.ME transform you into a master of toning!

OUTCOMES:

Gain an understanding of refining and product choice to create beautiful and personalised colour for you 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 tones that live, move and flatter the wearer every time.

HIGHLY RECOMMENDED FOR: Colourists who have completed the FOUNDATION class and need further understanding how to create the perfect refined end result.

LEVEL: Intermediate

COURSE TYPE: Theory and Hands-On

COURSE DURATION: 4 hours

HOST: COLOR.MASTER, PLATINUM

COLOR.KEY, DIAMOND COLOR.KEY

MINIMUM NUMBER OF ATTENDEES: 8

MAXIMUM NUMBER OF ATTENDEES: 20



COLOR.ME BLONDE.ME



An advanced class offering in-depth colour knowledge from undertone to application. This class is designed to further your lightening skills, grow your knowledge in picking the correct product to use and address common lightening challenges. Topics include diagnosis, consultation, choosing your lightener, point of difference between each product, advanced lightening colouration, removal of artificial colour and troubleshooting. This class will get you blonde ready!

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 vs HIGH.LIFT. Discover removal of colour while leaving the hair in optimal condition. Become a blonde specialist.

HIGHLY RECOMMENDED FOR: Colourists who have completed COLOR.ME FOUNDATION and 2.0 classes that are looking to advance their blonde skills.

LEVEL: Advanced

COURSE TYPE: Theory and Hands-On

COURSE DURATION: 4 hours

HOST: COLOR.MASTER

MINIMUM NUMBER OF ATTENDEES: 8

MAXIMUM NUMBER OF ATTENDEES: 20



COLOR.ME CAMPAIGN

Your exclusive behind-the-scenes pass to our latest COLOR.ME campaign, our inspirational class shares the skills you need to recreate fashion yet commercial looks in the salon.

OUTCOMES: You will learn new inspirational and doable techniques and take home the colour recipes from the KEVIN.MURPHY campaign looks.

HIGHLY RECOMMENDED FOR: Colourists seeking inspiration behind the chair.

LEVEL: Advanced

COURSE TYPE: Theory and Hands-On

COURSE DURATION: 4 hours

HOST: COLOR.MASTER, PLATINUM or DIAMOND COLOUR KEY

MINIMUM NUMBER OF ATTENDEES: 8

MAXIMUM NUMBER OF ATTENDEES: 20

COLOR.ME LAB

Mastering bespoke colour formulation. Colouring hair is visual and limitless. COLOR.ME LAB is a class for colourists who want to bring theory into practice. In this class you will work individually and as a team to conduct and analyse numerous colour tests on hair wefts and swatches. You will reveal underlying pigment and witness the results of counteracting and enhancing tones. Class participants will have the chance to compare different formulas used for similar hair colour situations and will explore the limitless playfulness of COLOR.ME.



OUTCOMES: Gain an advanced understanding of COLOR.ME technically, practically and visually. Using swatches to explore, create and understand formulations, this class allows you to unlock your approach to colour choice to enhance tone, neutralise tone or just have fun!

HIGHLY RECOMMENDED FOR:

Colourists who have attended the COLOR.ME FOUNDATION and 2.0 classes and want to expand their hair colouring experiences and confidence.

LEVEL: Advanced

COURSE TYPE: Hands-On

COURSE DURATION: 8 hours

HOST: COLOR.MASTER or DIAMOND KEY



EDUCATION OFFERING

Foundation

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

- LEARN.ME
- STYLE.ME
- BLOW.DRY 1 AND 2
- BRAID.ME CLASSIC
- COLOR.ME FOUNDATION
- FRINGE.BENEFITS

Intermediate

These classes are highly recommended before attending any Advanced classes to ensure that the stylist has a solid understanding of the core principles involved with KEVIN.MURPHY cutting, colouring and styling.

- I.DOO
- CUT.ME STRAIGHT
- CUT.ME MEN'S
- COLOR.ME REFINE.ME
- COLOR.ME 2.0
- FREESTYLE.LIGHTENER TECHNIQUES

Advanced

These classes can be taken in any customised order depending on the salon's needs and the DSC's recommendation. These classes are advanced and are usually reserved for the most loyal KEVIN.MURPHY salons.

- RIGHT.WRONG COLLECTION
- BRAID.ME ADVANCED
- COLOR.ME LAB
- COLOR.ME CAMPAIGN
- COLOR.ME BLONDE.ME

Academy

- SHOOT.ME
- INSPIRE.ME
- FASHION.WEEK BY KEVIN.MURPHY

COMING SOON: Keep your eyes open for opportunities to book KEVIN.MURPHY and COLOR.ME classes being held at our North American Academies directly via the KEVIN.MURPHY website. The classes on offer at our academies are for stylists looking for new inspiration and opportunities to grow as a hairdresser with the bonus of experiencing education in a different city!

REFERENCE CHART

STYLING & CUTTING

	RIGHT.WRONG STYLE	RIGHT.WRONG CUT	LEARN.ME	STYLE.ME	BLOW.DRY 1 & 2	I.DOO	BRAID.ME CLASSIC	BRAID.ME ADVANCED	SHOOT.ME	FASHION.WEEK by KEVIN.MURPHY	INSPIRE.ME	CUT.ME STRAIGHT.EDGE	CUT.ME MEN'S
Class Duration (Length in hours or days)	4-6	4-6	2 hours	2-4	4-6	4-6	4-6	6 hours	2 days	1 - 2	1.5 - 2	4-6	4-6
Course Type (Look and learn or Hands-On)	H-O	H-O	L / L	L / L or H-O	L / L or H-O	H-O	H-O	H-O	H-O	SHOW	L / L	DEMO H-O	DEMO H-O
Educator Level	DIAMOND. KEY or HIGHER	MASTER	K.M KEY	K.M KEY	K.M. KEY	K.M KEY	K.M KEY	MASTER	SESSION. MASTER	MASTER	MASTER	MASTER or KEY	MASTER or KEY

COLOUR

	RIGHT.WRONG CUT.COLOR.ME	COLOR.ME FOUNDATION	COLOR.ME DEMO	FRINGE.BENEFITS	COLOR.ME 2.0	FREESTYLE.LIGHTENER TECHNIQUES	COLOR.ME REFINE.ME	COLOR.ME BLONDE.ME	COLOR.ME CAMPAIGN	COLOR.ME LAB
Class Duration (Length in hours or days)	8 hours	8 hours	4 hours	2 hours	8 hours	4 hours	4 hours	4 hours	4 hours	8 hours
Course Type (Look and learn or Hands-On)	H-O	Theory & H-O	Theory & H-O	Theory & H-O	Theory & for H-O	H-O	Theory & H-O	Theory & H-O	Theory & H-O	H-O
Educator Level (+ = and higher)	MASTER	COLOR.KEY	COLOR.KEY	COLOR.KEY	COLOR.KEY	COLOR.KEY	COLOR. MASTER, PLATINUM or DIAMOND. KEY	COLOR. MASTER	COLOR. MASTER, PLATINUM or DIAMOND. KEY	COLOR. MASTER, or DIAMOND KEY

TOOLS LIST



RIGHT.WRONG - STYLE

TOOLS: LEAVE-IN.REPAIR, ANTI.GRAVITY.SPRAY, KILLER.WAVES, SESSION.SPRAY, UN.DRESSED, SHIMMER.SHINE, HAIR.RESORT, BODY.BUILDER, POWDER.PUFF, DOO.OVER, TEXTURE.COMB, CURL.CLIPS, SEWING.KIT, SECTIONING.CLIPS, SMOOTHING.BRUSH, TAIL.COMB, ELASTIC STRING

RIGHT.WRONG - CUT

TOOLS: STAYING.ALIVE, LEAVE-IN.REPAIR, HAIR.RESORT.SPRAY, ANTI.GRAVITY.SPRAY, TOUCHABLE, KILLER.WAVES, FREE.HOLD, SUPER.GOO, BEDROOM.HAIR, STRAIGHT SCISSORS, CURVED.SCISSORS, SECTIONING.CLIPS, WATER.SPRAY, CUTTING.COMB, WAVE.CLIPS, TEXTURE.COMB, TEXTURE.NET, PIN.CLIPS, CURL.CLIPS, STYLING.BRUSH, HAIRDRYER

RIGHT.WRONG - CUT.COLOR.ME

TOOLS: STAYING.ALIVE, LEAVE-IN.REPAIR, HAIR.RESORT.SPRAY, ANTI.GRAVITY.SPRAY, TOUCHABLE, KILLER.WAVES, FREE.HOLD, SUPER.GOO, BEDROOM.HAIR, STRAIGHT SCISSORS, CURVED.SCISSORS, SECTIONING.CLIPS, WATER.SPRAY, CUTTING.COMB, WAVE.CLIPS, TEXTURE.COMB, TEXTURE.NET, PIN.CLIPS, WAVE.CLIPS, CURL.CLIPS, STYLING.BRUSH, HAIRDRYER

LEARN.ME

TOOLS: FULL KEVIN.MURPHY ASSORTMENT, ALL KEVIN.MURPHY TOOLS

STYLE.ME

TOOLS: STAYING.ALIVE, HAIR.RESORT.SPRAY, TOUCHABLE, ANTI.GRAVITY.SPRAY, DOO.OVER, BEDROOM.HAIR, SESSION.SPRAY FLEX, TAIL.COMB, CURL.CLIPS, PIN.CLIPS, HAIR.CURLERS, WAVE.CLIPS, TEXTURE.COMB, SMOOTHING.BRUSH, MEDIUM CURLING IRON, DETAILING.BRUSH, SEWING.KIT

BLOW.DRY 1 AND 2

TOOLS: TREAT.ME, UN.TANGLED, STAYING.ALIVE, SMOOTH.AGAIN, ANTI.GRAVITY.SPRAY, SESSION.SPRAY, SHIMMER.SHINE, EASY.RIDER, DOO.OVER, BODY.BUILDER, ROLL.BRUSHES, TEXTURE.COMB, CURL.CLIPS, SECTIONING.CLIPS, PIN.CLIPS, SMOOTHING.BRUSH, HAIRDRYER

I.DOO

TOOLS: BODY.BUILDER, ANTI.GRAVITY, SESSION.SPRAY, STAYING.ALIVE, BODY.MASS, FRESH.HAIR, POWDER.PUFF, DOO.OVER, BEDROOM.HAIR, STYLING.BRUSH, SMOOTH.BRUSH, TEXTURE.COMB, TAIL.COMB, HAIR BUNGEE, ELASTIC BANDS, BOBBY PINS, HAIR PINS, SEWING.KIT, LARGE TONG, MEDIUM TONG, U PINS

SHOOT.ME

TOOLS: ALL PRODUCTS PROVIDED BY KEVIN.MURPHY. STUDENTS SHOULD BRING A COMPLETE HAIRSTYLING KIT.

BRAID.ME CLASSIC

TOOLS: SESSION.SPRAY, STAYING.ALIVE, EASY.RIDER, UN.TANGLED, DOO.OVER, BEDROOM.HAIR, FRESH.HAIR, POWDER.PUFF, TEXTURE.COMB, SMOOTHING.BRUSH, STYLING.BRUSH, HAIR BUNGEE, ELASTIC BANDS, SEWING.KIT, TAIL.COMB

BRAID.ME ADVANCED

TOOLS: SESSION.SPRAY, STAYING.ALIVE, EASY.RIDER, UN.TANGLED, DOO.OVER, BEDROOM.HAIR, FRESH.HAIR, POWDER.PUFF, TEXTURE.COMB, SMOOTHING.BRUSH, STYLING.BRUSH, HAIR BUNGEE, ELASTIC BANDS, SEWING.KIT, TAIL.COMB

CUT.ME STRAIGHT.EDGE

TOOLS: STAYING.ALIVE, UN.DRESSED, BODY.BUILDER, MOTION. LOTION, ANTI.GRAVITY, FREE.HOLD, KILLER.CURLS, UN.TANGLED, BEDROOM.HAIR, EASY.RIDER, SCISSORS, CURVED.SCISSORS, SECTIONING.CLIPS, WATER.SPRAY, CUTTING.COMB, WAVE.CLIPS, TEXTURE.COMB, TEXTURE.NET, PIN.CLIPS

CUT.ME MEN'S

TOOLS: STAYING.ALIVE, EASY.RIDER, FREE.HOLD, SUPER.GOO, BEDROOM.HAIR, SESSION.SPRAY, THICK.AGAIN, ROUGH.RIDER, CUTTING.COMB, SECTIONING.CLIPS, WATER.SPRAY, SCISSORS, CLIPPERS AND GUARDS, CURL.CLIPS, CURVED.SCISSOR, STYLING.BRUSH, HAIRDRYER

COLOR.ME DEMO

TOOLS: TAIL.COMB, SECTIONING.CLIPS, FOIL, TOWELS, HAIRDRYER, BRUSHES. All COLOR.ME products provided by class host.

COLOR.ME FOUNDATION

TOOLS: TAIL.COMB, SECTIONING.CLIPS, FOIL, TOWELS, HAIRDRYER, BRUSHES, FULL COLOR.ME ASSORTMENT, TEXTURE.COMB

FRINGE.BENEFITS

TOOLS: All COLOR.ME products provided by class host.

COLOR.ME 2.0

TOOLS: TAIL.COMB, SECTIONING.CLIPS, FOIL, TOWELS, TEXTURE.COMB, HAIRDRYER, BRUSHES, FULL COLOR.ME ASSORTMENT

FREESTYLE.LIGHTENER TECHNIQUES

TOOLS: TAIL.COMB, SECTIONING.CLIPS, FOIL, TOWELS, HAIRDRYER, BRUSHES, PRECISION.BRUSH, COLOUR PALETTE, LIGHTENING.WAND, TEXTURE.COMB, FULL COLOR.ME ASSORTMENT

COLOR.ME REFINE.ME

TOOLS: TAIL.COMB, SECTIONING.CLIPS, FOIL, TOWELS, TEXTURE.COMB, HAIRDRYER, BRUSHES, FULL COLOR.ME ASSORTMENT

COLOR.ME BLONDE.ME

TOOLS: TAIL.COMB, SECTIONING.CLIPS, FOIL, TOWELS, TEXTURE.COMB, HAIRDRYER, BRUSHES, FULL COLOR.ME ASSORTMENT

COLOR.ME CAMPAIGN

TOOLS: TAIL.COMB, SECTIONING.CLIPS, FOIL, TOWELS, HAIRDRYER, BRUSHES, PRECISION.BRUSH, COLOUR PALETTE, LIGHTENING.WAND, TEXTURE.COMB, FULL COLOR.ME ASSORTMENT

COLOR.ME LAB

TOOLS: TAIL.COMB, SECTIONING.CLIPS, FOIL, TOWELS, HAIRDRYER, BRUSHES, FULL COLOR.ME ASSORTMENT

COLLECTION

STYLE



LIBRARY

CUT/COLOUR



COLOUR



KEVIN.MURPHY

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LOVE KEVIN MURPHY



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