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UPDATE

Update is an expression of Mowan's continuous innovation – your gateway towards the more modern, exciting aspects of style and business management.

PROGRAMME

SEMINAR INTRO

This visual seminar is specifically designed for salon owners and their staff. It will give you an overview of the Mowan approach, bringing you into direct contact with the Set Team artistic department. You'll be able to watch great performances by the top Mowan stylists, who will show you the most captivating styles and techniques.

Duration: 2 hours 30 minutes.

Concept, Design and Photo: HUB - wearehub.it

mowan®

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NEXT LEVEL
EDUCATION

UPDATE

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SALON ACTION

Designed for salon owners and their staff, this course will show you the logic behind what goes on in the different areas of the salon, perfecting your communication style and developing relational skills with customers. The ultimate objective is to increase customer loyalty towards the salon, the stylist as an all-round consultant, and the products he or she recommends. The topics you'll discuss with our trainers include aspects of salon operations. You'll be given exercises and simulations with the tools you need to learn production and communication techniques you can use to gain customer loyalty.

Duration: 6 days.

YOUR DAY

If you own a celebrity salon, or have long experience in your work, this course is the perfect opportunity to master the world of fashion by exploring the best international trends in cuts and colouring. You will master the international trends in the sector, before adapting them and expressing yourself to become the creator of truly unique, personal hairstyles.

Duration: 1 day.
Work tools: brushes, hairdryer, scissors, razor, two training heads of real hair, medium length.

TREND EXTREME 1 (s/s collection)

Salon owners and expert hairdressers like yourselves will find that this course gives you the opportunity to learn key concepts, to become "fashion creators". The training focuses on an in-depth, up-to-date study of the fashion world and its market. The trainers will present four models on the platform with different looks, complete with cut and colour. You'll then be able to replicate these looks on the training heads, with step-by-step support. There will also be a classroom training session on key concepts connected to inspiration, how to create on-trend looks, and how to sell these techniques to customers.

Duration: 2 days.
Work tools: brushes, hairdryer, scissors, razor, two training heads of real hair, medium length.

TREND EXTREME 2 (a/w collection)

This course, which targets salon owners and expert hairdressers, gives you the basic concepts on how to become a "fashion creator". You will be given an in-depth, up-to-date study of the fashion world and its market. The trainers will present four models on the platform with different looks, complete with cut and colour. You'll then be able to replicate these looks on the training heads, with step-by-

step support. There will also be a classroom training session on key concepts connected to inspiration, how to create on-trend looks, and how to sell these techniques to customers.

Duration: 2 days.
Work tools: brushes, hairdryer, scissors, razor, two training heads of real hair, medium length.

EXPRESSION COLORING

This course is aimed at salon owners and expert hairdressers like you, who want to develop their cutting skills using new colouring techniques that customers are asking for. As a stylist, you are the one making the most impact on the hair, in creating the look. The trainers will present models on the platform with different looks, complete with cut and colour. You'll then be able to replicate these looks on the training heads, with step-by-step support. There will also be a classroom training session on key concepts connected to inspiration and how to create on-trend looks.

Duration: 5 days.
Work tools: brushes, hairdryer, scissors, razor, two training heads of real hair, medium length.

MAN AT WORK

This course is designed to meet the needs of salon owners and expert hairdressers who are already confident stylists. This training course focuses on creating a look through an experience that involves model casting and set lighting. The design and creation of the looks will be finished off with a photo shoot, giving you a more creative, exciting slant on your work.

Duration: 3 days.

EXPOSURE (show)

Aimed at salon owners and their staff, this course is your gateway to the world of dreams: a show designed by Mowan that unveils the spring/summer and autumn/winter collections. It's a fascinating, don't-miss event and a showcase for the suggestions, techniques and styling of the Mowan brand.

Duration: 2 hours.

