



04

STYLE SETTER

This “total training programme” focused on group dynamics and the gradual gaining of action-and-reaction experience, will allow you to reach the following objectives:

- optimise your planning in the stylistic, operational and relational areas;
- identify any weaknesses in your thinking or acting, and design new, effective solutions;
- interact productively in the salon in the context of the professional cosmetics industry.

Concept, Design and Photo: HUB - wearehub.it

mowan®

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NEXT LEVEL
EDUCATION

STYLE SETTER

mowan®



PROGRAMME 1

FULL IMMERSION

This selective phase of the seminar, designed to salon owners and managers, is an essential step on the path of a true stylist. You'll be projected towards personal and professional growth, focused on the best ways of working and offering your services. Within the work group, we'll identify your personal approach, and leave you free to express yourself and coordinate your individual skills. This full immersion will involve you in the national teams, promoting the right commercial strategies for your professional development within the Mowan organisation with Set Team.

Duration: 7 days.

PROGRAMME 2

INTERACTION

This phase of intensive construction within the work group consists of three phases and is aimed at salon owners and managers:
1 - team building, through introductory work and an overview of the Mowan philosophy, so you can follow the path towards the knowledge of

advanced communication processes;
2 - introduction of members of the group to the various departments, exploring the best way to specialise their roles so that the salon is structured appropriately in terms of delegation and control;
3 - productivity and business management, from staff training through to the presentation of creative, programmed solutions, with a particular focus on salon economics.

Duration: 15 days.

PROGRAMME 3

EXPERIENCE STYLISM

This phase of the training programme, dedicated to salon owners and managers, concentrates on in-depth artistic education, with the accent on how to use the best styling techniques to give free rein to your creativity:
1 - let's cut: an introduction to cutting using the STDF method, with the aim of gaining ability and confidence on the demo platform;
2 - let's colour: an introduction to colour using the LRT method, with the aim of understanding and interpreting colour, and letting it shine through;

3 - let's create: a presentation of techniques that allow a stylist to combine cut and colour to create through a purely stylistic approach;
4 - let's style: a demonstration of how the international SET team studies and works to create collections and products that meet market demand;
5 - your expression: under the trainers' supervision, the work of the new SET team will be presented.

Duration: 15 days.

