

YOUR AFFINAGE

Winter News

PRODUCT LAUNCHES

NEW EDUCATION COURSES

2019 COLOUR COMPETITION

CONFERENCE NEWS

MERCHANDISING

AFFINAGE

P R O F E S S I O N A L



INTRODUCING ANDREW

We are pleased to welcome our new Technical Educator for Victoria, Andrew Cruickshank. Andrew comes with extensive experience in a variety of salon and education roles both in Australia and the UK, bringing a unique and interactive training methodology that aims to inspire and motivate hairstylists.

His technical understanding is second to none, allowing a seamless fusion of trend and science based training sessions. You'll leave with a solid understanding of the foundation skills that make a great hairdresser, as well as insight into the latest trends to use in salon.

Contacted on 0488 072 130 or via vic.educator@affinage.com.au.



MERCHANDISING

Make your Affinage Professional display stand out with our new planograms, shelf wobblers and aisle flags. These eye-catching merchandising materials are arriving soon! Please contact us for more details.



NEW EDUCATION COURSES

#INSTAHAIR

This full day course offers Instagram-ready looks with our newest styling products and insight into the best practices for social media success.

TONING CONCEPTS

This half day course will address common toning mistakes and misconceptions and showcase a cocktail of colour mixes using our popular toning ranges.

ON TOUR WITH TRUC LE



Our Australian Creative Artistic Director, Truc Le, continues his series of Look and Learn workshops throughout Asia, including stops in Vietnam, Bangladesh and the Philippines. The three-day course focuses on creative cutting and colouring using Infiniti, Pop Art, Lite Blonde and White Ice to create a series of looks with consideration of skin type and face shape.

This tour has offered us the opportunity to connect with the growing Asian market and help local stylists build their expertise, stay on trend and deliver the best outcomes for their clients. We look forward to presenting further seminars in India, Thailand and Taiwan in the coming months.

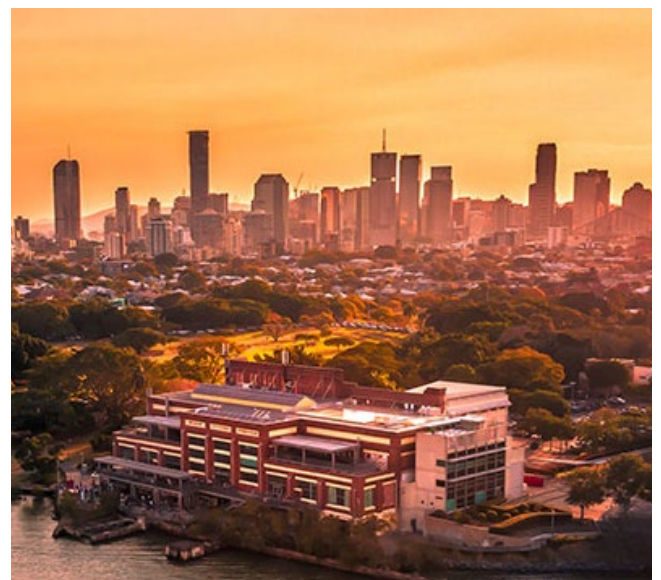


DISTRIBUTOR CONFERENCE

Monday 26 August - 8:30am to 3:00pm

Our 2019 Distributor Conference commences with a welcome dinner and overnight stay at Brisbane's newest luxury boutique hotel, Ovolo The Valley.

A series of engaging and productive sessions will follow at Brisbane Powerhouse's panoramic Rooftop Terrace. You'll have a front row seat to our latest product launch and topical discussions on future product development, marketing and merchandising strategies, technical support and other initiatives. You'll also have the opportunity to voice your questions, comments and ideas during our Open Forum panel.





2019 COLOUR COMP WINNER

We received many inspiring entries for our 2019 Photographic Colour Competition which showcased the creativity and technical expertise of hairdressers throughout Australia, New Zealand, Asia Pacific and the Indian subcontinent.

Our judges crowned Florrie Nicholls in New Zealand as this year's winner. She created a deep indigo root stretch on pre-lightened hair using a combination of .221 Infiniti Intensives and high-level violets. A fresh lob haircut and bold makeup look complete this striking style.



PRODUCT LAUNCHES

After conducting in-depth market research and product development, we are excited to be updating the formulations, technology and packaging of our styling products to reflect new tastes and address our environmental and social responsibilities. The result is a growing collection of lightweight and flexible hairstyling solutions, including our new Luminous Drops and Moisture Foam. Available in economically-sized, easy to use packaging, this versatile range can be layered for flawless preparation, styling and finishing.



DISTRIBUTOR RESOURCES

Box.com is the home for all of your Affinage Professional marketing, sales and technical resources, including company logos, products briefs and product images. If you'd like to receive our model images for your promotional material, please email design@affinage.com.au for access.

