KEVIN.MURPHY
SESSION.SALON

SESSION.SALON **STYLIST PROGRAM** CLASS OUTLINE

KEVIN.MURPHY SESSION.SALON is a program like no other. We believe that the SALON is a FASHION SHOW everyday and clients are the SUPERMODELS. Throughout the SESSION.SALON journey, the SALON.STYLIST will learn what it takes to become a super stylist and explore the parallel lines between the editorial world and the salon.

Stylists will develop in-depth product knowledge, gain insight into the exciting world of editorial styling and how to translate runway looks for their clients. SESSION.SALON is the key that unlocks the world of KEVIN.MURPHY – aspirational to stylists, inspirational for your salon and attainable for your clients.

SESSION.SALON.ONE:

THE.START

Get first-hand knowledge about what it takes to be a member of the SESSION.SALON team. Learn the KEVIN.MURPHY brand philosophy and gain extensive product knowledge. Discover the secret of asking the right questions to uncover your client's ultimate hair dreams. Learn how to maximise the use of the KEVIN.MURPHY tools to expand your skills.

outcomes:

- Introduction to KEVIN.MURPHY and SESSION.SALON
- Gain extensive product knowledge
- Learn how to diagnose different hair types and recommend the right product
- Understand how to use KEVIN.MURPHY tools effectively

course duration:
(insert start and finish time)

SESSION.SALON.TWO:

BACK.STAGE

Understanding product is the key to unlocking your clients' needs and achieving their desired finish. Just like working backstage at a fashion show, you need to know exactly how to apply a product and how it is going to perform. And then it's show time! Learn how to cope with the demands of a high-pressured environment where your ability to listen, knowledge and timing will either make or break you!

outcomes:

- Explore hair textures and product matches
- Discover the importance of timing, team work and planning
- Understand the importance of sticking to the brief
- Learn current runway looks that your salon clients will love

course duration:
(insert start and finish time)

SESSION.SALON.THREE:

THE.BRIEF

This session takes you through the process of breaking down a brief and explores how to identify seasonal fashion trends that you can share with your salon team and clients. The day includes storyboarding a concept, following a brief, developing a look and showcasing it to the class.

outcomes:

- Learn the importance of a thorough consultation
- Unlock your creativity by creating a mood board
- Create your own KEVIN.MURPHY look and match products to complete it
- Present your themed concept to the class

course duration:
(insert start and finish time)

SESSION.SALON.FOUR:

GRADUATION

You're now ready to unleash your newfound creativity onto world! Your final challenge is to create a new KEVIN.MURPHY look on a live model and present it to your peers and guests at an intimate graduation celebration. Invite your salon team members to see you demonstrate the skills you've learnt over your SESSION.SALON journey and to see you graduate.

outcomes:

- Fine tune your communication skills
- Gain confidence in presenting
- Create your own KEVIN.MURPHY inspired look on a live model
- Become a KEVIN.MURPHY SESSION.SALON GRADUATE

course duration:
(insert start and finish time)

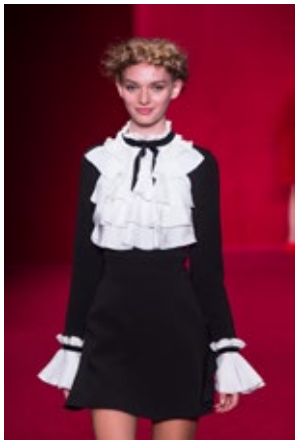
"My business has benefited greatly through the education and support from KEVIN.MURPHY SESSION.SALON. It's great to receive not only product knowledge, but also the latest tips and techniques to achieve on trend looks for our clients. SESSION.SALON has given my stylists confidence to take everything they learn from each session and educate not only their peers; but also our clients. Everyone gains! I would definitely recommend the SESSION.SALON program to other salon owners who are looking to increase sales and inspire their whole team."

KOH ELWOOD
Melbourne, Australia

KEVIN.MURPHY
FROM SESSION TO SALON...

"I am beyond impressed with the performance and improvement in the two team members we have had attend SESSION.SALON to date. Not only has it strengthened their styling and hairdressing skill-sets; it has also given them proven tools and strategies to grow their salon home hair care and treatment KPI's. Both girls have increased their $ per client average and have become the go to people in the salon because of their success and strong product knowledge. SESSION.SALON is engaging and fun for all stylists of any level which has measurable outcomes for the salon business. I highly recommend it for every salon team member!"

MANE SALON
Wellington New Zealand



"When we opened Love Hair, we knew that we needed Kevin.Murphy and to become a SESSION.SALON. The fact that Kevin Murphy Session.Salon has such a vast range of training classes allows every level of stylist to be able to be educated. Our team have learnt so much from the extensive program and really understand the nature and ability of Kevin.Murphy products. Our stylists and clients continue to keep falling in love with Kevin Murphy!"

Love Hair
Broadway, England

WHAT IS SESSION.SALON?

KEVIN.MURPHY SESSION.SALON is a community of like-minded hairdressers creating a movement of stylists who strive to provide their clients with the highest level of service and care.

Every SESSION.SALON is a FASHION SHOW everyday and clients are the SUPERMODELS

THE INSPIRATION

Kevin Murphy and his career as a session stylist is the inspiration behind SESSION.SALON. We look into what it's like to work in the session world and how to apply it to the salon. From SESSION to SALON...

THE GOAL

To build advocates that believe in the brand, philosophy and style that is KEVIN.MURPHY and strive to deliver the highest level of care to each and every client that walks into their KEVIN.MURPHY SESSION.SALON

HOW

This is a joint commitment; between the salon, the stylist and (distributor to add their name here), built on mutual respect and based on a foundation of education

SALON AGREES TO:

- Registration fee of $500 includes KEVIN.MURPHY.STYLIST.KIT Bag
- Have a full display of KEVIN.MURPHY retail
- Monthly minimum order of $650
- Select a full time team member to become the SESSION.STYLIST to participate in the SESSION.SALON program

THE SALON STYLIST AGREES TO:

- Attend all ALL FOUR SESSION.SALON classes, in order, with your STYLIST.KIT bag
- Be responsible for checking email correspondence and reply to email invitations
- Take back to your salon what you have learned at SESSION.SALON and share with your team and clients

SALON SERVICES AGREES TO:

- Ensure a high level of training, education and follow ip for each salon and stylist
- Supply salon with the SESSION.SALON window decal upon Graduation
- Salon will be marked with the SESSION.SALON identifier on the KEVIN.MURPHY website
- Provide unique KEVIN.MURPHY marketing promotions, specific deals and launch event.

2019-2020 DATES:

WASHINGTON:
9/16/19
11/18/19
1/13/20
3/23/20

Location:
Salon Services
Renton, WA

OREGON:
9/30/19
12/2/19
2/10/20
4/6/20

Location:
Salon Services
Beaverton, OR