

# Hot Gossip.

August — 2010



# THOUGHTS ABOUT SALON CYMRU 2010

ISA Training's Salon Cymru 2010 competition provided a vibrant showcase for the best young hairdressers and models in Wales to display their creative and innovative skills. All but one of the competitions - Catwalk Crazy - were open to school, college and work based hairdressing learners, who are working towards a Level 1, 2 or 3 Apprenticeship Programme.

Compered for the sixth time by BBC Wales newsreader Lucy Owen, Salon Cymru was opened by celebrity hairdresser Lee Stafford, who also gave a masterclass, tickets to which quickly sold out. ISA Training's Managing Director Shirley Davis-Fox described the event as a **"resounding success"** and thanked all the sponsors for their support. **"The event was rebranded this year, entries were up and, judging by all the positive comments, it has the wow factor," she said. "Here's to an even bigger and better event next year."**

Mrs Davis-Fox revealed that Academy Hair and Beauty Training School in Belfast had already pledged sponsorship for next year's event.

Academy Chairman, William McIlroy, Managing Director Colette Steele and three managers attended the event as a follow-up to best practice exchanges between ISA Training.

It is hoped the Academy will bring a team of their apprentices to compete next year, when Mrs Davis-Fox also hopes to attract further international entries.

**"It's a very impressive event," said Mr McIlroy. "The venue is perfect and the event is generating enthusiasm from the young people. Once you create that, you are a long way to getting them in the learning mode, which is what the event is all about."**

Lucy Owen said: **"Every year this event gets bigger and better. This year's was particularly amazing because there was a brilliant sense of atmosphere and excitement. Competition is hotting up because salons see what winners of this competition go on to achieve."**

Main sponsor of Salon Cymru 2010 was Edexcel and individual competition sponsors were the Welsh Assembly Government; Paul Mitchell; REDKEN; Zia Nina; La Trattoria and Kutchibok.

Entertainment was provided before the awards ceremony by dance troupe Eclipse from Cardiff's successful Debbie Chapman Dancers.

For more information please contact **Shirley Davis-Fox**, ISA Training's Managing Director, on **Tel: 0845 301 8660** or Duncan Foulkes, Public Relations Consultant, on **Tel: 01686 650818**.

# LEE STAFFORD

Lee Stafford, multi-millionaire star of television shows 'The Hairdresser', 'Celebrity Scissorhand' and 'Split Ends', encouraged all the young hairdressers to work hard and keep learning every day to achieve their ambition.

Having been expelled from school at the age of 16, Lee's mum encouraged him to start a career in hairdressing because of his love for fashion and girls.

After a work placement at a Soho salon, he was soon cutting hair in his mum's dining room. Three years' later, he was so busy that he bought his mum's four bedroomed house in Benfleet, Essex.

Today, apart from being hair stylist of international renown, he also creates award winning product ranges, state of the art salons, beautiful collections and works exclusively for REDKEN, teaching thousands of other hairdressers all over the world at seminars and shows.

**"There is no magic secret formula for success," he said. "It's basic stuff. You have to work hard, have lots of enthusiasm and be prepared to take risks. I'm a great believer that when preparation meets opportunity it generates the thing called luck."**

**"To succeed you just have to chase your dream harder than anyone else and keep learning and growing."**

Picture 01



Picture 02



Picture 03



## FULL LIST OF SALON CYMRU WINNERS

### Step Back in Time

**Winner:**

Adam Medhurst, Ultralox,  
Newport

**Second Place:**

Victoria Jones, Coleg Sir Gar, Llanelli

**Third Place:**

Laura Smith, Spirit Hair Team,  
Ystrad Mynach

### Catwalk Crazy

**Winner:**

Laura Kelland, Sculptures, Porth

**Second Place:**

Geordie Cross, Guys and Dolls, Llanelli

**Third Place:**

Alex Butchers, Guys and Dolls, Llanelli

### Future Rocks

**Winner:**

Laura Kelland, Sculptures, Porth

**Second Place:**

Stacey Ranson, The Hair Business, Cowbridge

**Third Place:**

Darryl Hughes, Coleg Menai, Bangor

### Urban Exposure

**Winner:**

Laura Kelland, Sculptures, Porth

**Second Place:**

Nakita Tandy, Aqua Hair Design, Cardiff

**Third Place:**

Charlotte Button, Charisma,  
Pontyclun

### Material Girl

**Winner:**

Abi Lou, Creation, Penarth

**Second Place:**

Taylor McDonell, Friends, Newport

**Third Place:**

Natasha Dance, Friends, Newport

### Diamond Geezer

**Winner:**

Kyle Rowland, Pembrokeshire College

**Second Place:**

Stacey Ranson, Beatties Barbers,  
Brynmawr.

**Third Place:**

Amber Watson, Beatties  
Barbers, Brynmawr

### **(Above Images)**

**Picture 01:**

Shirley Davis-Fox with Lucy Owen

**Picture 02:**

Lee Stafford opens Salon Cymru

**Picture 03:**

Rhian Israel models one of Laura Kelland's  
hairstyles



**Salon Cymru champion Laura Kelland** (middle) with her model Bethan Rees (left) and ISA Training Managing Director Shirley Davis-Fox (right)

## LAURA PROVES A CUT ABOVE THE REST AT SALON CYMRU

A talented young apprentice from the Rhondda Valley turned on the style as overall winner at Wales' most dynamic hairdressing event.

Laura Kelland, 22, who works for Sculptures in Porth, not only became the overall champion of Salon Cymru 2010 but also won three of the six categories at this successful event, held at the SWALEC Stadium in Cardiff.

More than 100 competitors and 500 spectators from across Wales and Gloucestershire attended the event, which is organised by ISA Training of Bridgend, the largest independent hairdressing training provider in Wales.

**"It is the third time I have competed at Salon Cymru, so third time lucky,"** said modest Laura, who represented Great Britain in the Organisation Mondiale Coiffure Paris Cup Open 2009 in Paris last October.

**"There were a lot more people competing this year and the standard was much higher. I could see how hard everybody was working, so I am really chuffed to win. It's a reward for a lot of hard work, dedication and help from other people."**

She praised the support she had received from her employer, Sara Peters, her mum, Adele, who made all the costumes for her models and ISA Training for training support and providing the opportunity to compete at Salon Cymru.

Laura, whose ambition is **"to be the best that I can be"**, said she was being encouraged to make herself available for selection for the Great Britain team again, but would first need to consider the time and financial implications.

She is currently working towards a Modern Apprenticeship in Hairdressing with ISA Training, having already completed a Foundation Modern Apprenticeship.

Laura won Catwalk Crazy, an open competition for stylists to showcase their artistry and flair, Future Rocks, which focused on creating a 'GaGa' futuristic look and Urban Exposure, which challenged competitors to create a look that paid homage to the '90s and the Noughties.

(top image):

**First Minister Carwyn Jones receives a haircut** by ISA trainee Stacey Ranson together with ISA Training's Managing Director Shirley Davis-Fox

(bottom left / right):

Interiors of ISA Training's new offices



## ISA'S NEW OFFICES OFFICIALLY OPENED BY FIRST MINISTER CARWYN JONES

ISA Training's new 6,000 sq ft offices at Bocam Park in Pencoed were officially opened by First Minister Carwyn Jones on 30th June 2010.

Carwyn Jones said:  
**"Developing skills is an important way to meet the challenging conditions the economy currently faces. Congratulations to ISA on investing in their business at what is a difficult time for many businesses."**

Shirley Davis-Fox said:

**"There is a great passion and drive within the business for the hair and beauty sector and we have assembled an excellent team".**

ISA Training marked its 12th anniversary on June 1 and is working to develop exchange links with the United States and with countries across Europe to provide international learning opportunities for staff and learners. The expansion coincides with a new look to the company's brand, which includes a new logo created by Cardiff-based bilingual design consultancy Kutchibok. A new website is also being created.

First Name(s) NVQ Level 1	Last Name	Employer Name	Town
Bethan	Cowdery	Bliss	Maesteg
<b>NVQ Level 2</b>			
Angharad Victoria Stacey Sian Nicci Marrie	Barker Davis Edwards Law Wareham	Jego Hair Team Pebbles Hair & Beauty Ltd Vogue Hair Salon Ltd. Maples Headcase	Cardiff Cardiff Tonyrefail Pyle Bridgend
<b>Apprenticeship Framework</b>			
Amy Louise Abigail Carl Connall Lisa Gemma Kay Jenna Michelle Rebekah Elizabeth Sara Louise Sasha Chloe Fern Francesca Mary Lauren Natasha Louise Sian Nicola Nadean Daniel	Lloyd Edwards Davies Bibbey D'Angelo O'Donnell Morgan Bateman Bennett Kalis-Skill Morris Evans McCartland Salaman Slocambe Davies Rees McCarthy Johnstone	The Hair Art Company Angles Hairlooms Aston House Rhys Giles Creation Hair Design Excentric Hairdressers Chantelle Colarusso Moda Lasco The Hair Gallery Hair Studio Gwallt Mint Hairdressing Root 66 Ustu Hairstop Mint Hairdressing Chop N Change Hairport Hair Ltd Wo+Man	Pontypridd Pontnewydd Abergavenny Cwmbran Newport Abercynon Llanelli Tonypandy Mountain Ash Bridgend Ammanford Porthcawl Llantrisant Porthcawl Llantrisant Porthcawl Swansea Merthyr Tydfil Pontypridd

#### Advanced Apprenticeship

Emma Claire Majja Gemma Louise Leanne Jane Emma Rose Gemma Louise	Davidson Lustig-Venn Evans Kempster Stebbins Evans	Rhys Giles Albion House The Hair Lounge Hairways Donato's The Hair Lounge	Cwmbran Chepstow Swansea Pontypridd Swansea Swansea
--	---	--	--



The Health & Safety Executive have added additional dates to their Free Business Advice Events to include:

Hereford - Thursday 7 October 2010 The Kindle Centre, ASDA Supermarket

Pembrokeshire - Thursday 14 September 2010 The Queens Hall, Narberth

Bridgend - Thursday 14 October 2010 The Brackla Tabernacle, Whitethorn Drive

## FORTHCOMING CREATIVE COURSES

Date	Creative Course	Venue	Cost
16th August	Foundation Barbering	Newport	£120
23rd August	Inspirational Cutting	Swansea	£120
20th September	Creative Colouring	Carmarthen	£120
27th September	Hair up with Attitude	Cardiff	£120
4th October	Creative Colouring	Bridgend	£120
18th October	Hair up with Attitude	Bridgend	£120
1st November	Crazy Clippers	Bridgend	£120
8th November	Hair up with Attitude	Swansea	£120
22nd November	Hair up with Attitude	Cardiff - Vitality	£120

For further information about any of these courses please contact: **Dawn Elliott: 07766 492624**