


KEVIN.MURPHY+COLOR.ME
EDUCATION

EDITION 2024

EMEA



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LETTER FROM KEVIN

Dear Learners,

KEVIN.MURPHY+COLOR.ME EDUCATION has a mission to be more than just the best CUT, COLOUR and STYLE education around. Our laser sharp focus is to allow salons and stylists to reach and expand their own potential. We wish to give you the tools to prepare for and enhance productivity to better meet the needs of your clients. The client and your professional development are at the centre of everything we teach, and we use a range of technologies to deliver this knowledge.

With our 20th anniversary approaching, the team and I opened the archives, not to simply redo our iconic hair styles, textures, cuts, and colours, but to push things further, a reinvention, not just great hair, but one that moved education forward with multifaceted deliverables to drive the salon business and enhance your everyday.

In this year's collection Now & Then, we look at the dilution of trends and what is seen as trending. When fashion brands joined social media, the focus shifted from the individual to the brand, and it set off a chain reaction. One that devalued the definition of a trend. Obsession over the "trend of the day" # or meme was designed to engage people and create click bait. This means that trends have become mindless entertainment.

You get the picture? Trends are trending, the trending is seen as trends. Now trends have lost their meaning. What replaces meaning is personality and the individual. It is precisely these tools that we need to give you in order to help clients unlock who they are. Of course, we all love a good meme and lose time becoming swept up, but we are learning to engage differently. Personal style is now paramount and more important than ever, and the team will actually show you the Wizard behind Oz of our collection, by sharing how they arrived at each and every look.

We recognise that value has become a necessity for many of our guests, who are seeking balance in terms of maintaining their budgets while maximising work, leisure, and family time. Emphasising the human connection between you and your clients provides them with the opportunity to reflect on the positive experiences they have had with you. We always call out the salon or studio as a hub, and now I have noticed that the need to become multipurpose, means that the actual physical spaces are changing. Behaviour has changed and good wifi with a place to work while clients have their service is as important as the experience, in fact it helps to create it. Weekday appointments have become prime real estate as many move from work from home to work from the salon. This shift unlocks precious weekend time as what we value has been reprioritised.

Your ability to adapt and move forward in the once in a generation shift of values, will set you up to prosper and give you the opportunity to thrive.

Enjoy!



ICON KEY

LEVEL



FOUNDATION



INTERMEDIATE



ADVANCED

TYPE



THEORY



HANDS-ON



DEMO



EVENT

DURATION



HOURS

EXPERIENCE



DIGITAL



PHYSICAL



“SALONS ARE
NOW A HUB,
A SAFE PLACE
TO WORK, RELAX,
COMMUNICATE
AND CREATE.”

NATHAN GORMAN

DIRECTOR, Global Education
Development & Communication





TOKAYA

no
two
THIR
24
EN

2024 COLLECTION

United as we have been by values of empathy, community and lifestyle, society is reorganising. An occasional event largely last witnessed in the summer of 1969. For many this is a formative generational cultural reset.

Our ability to form, grow and maintain networks has never been more essential, this is how we manage complexity. Across lifestyle, fashion, and hair, a strong vibe of going back to basics is observed. It is about creating space to support and celebrate how different perspectives enhance society. Trends have lost all meaning, stylists personally and salons physically have a unique opportunity to create enriching, emotional, ethereal, and exclusive experiences for clients to reignite their senses and relationship with you. Build your storytelling around who you are and what you stand for. Show your clients that you embrace them and understand their need for change and a spontaneous, unfiltered communication to find a style that is authentically them.

The click bait of oversaturated runways and street style content blurs the lines of fashion. We demand the return of luxurious minimalism. An effortless ease and elevated staples, doing less with more, fashion is now tailored for a new likeability. Now we look for things that replace fleeting trends, by returning to function and quality with a mindset of value and quality. The pendulum has swung.

Now & Then trends have coexisted with meaningful change, defining collective thoughts, behaviour and a shift in society. Now we talk about things like Barbie-core or Mermaid-core being a trend for summer. Trends have lost their meaning. There is no doubt that micro trends have changed the way fashion is consumed but if you are true to personal style you are true fashion. Ignoring trends and cultivating your own look is the way to fully emerge as yourself.

Personal style is better than any trend, people are showing more individuality with a renewed sense of vitality and vigour. We want to express ourselves in all things and hair is one of the largest expressions of self. If you want to feel good, look good. We must make sure that we recognise how to be the best version of ourselves and what goes with our personality, ethos, and belief.

We view our talent as who they truly are. People who are unique, diverse and representative of us all. We now share the brief and explore how the team adapted the service to build the look for the individual. Now & Then unlocks the why behind each expression of self, and their relationship with their hair.

TIGERLILY





NOW & THEN

COLOUR

“We are in a time of merging tech, innovation and performance, while combining it with looks that can be adapted for all. We bring choices that lend flexibility and options for each and every colour client. Focused on the clients individual needs and identity, with Now & Then, we share a colour collection that unlocks individuals to better represent self. Understand the techniques, colour selection and technologies that KEVIN.MURPHY has to offer from our expanding portfolio.”

KATE REID

DESIGN.DIRECTOR Colour

OUTCOMES:

- Personalise looks, colour choice, application and desired result to allow clients to better represent themselves
- Build on your existing skills and learn how to incorporate new techniques and formulas
- Understand how to adapt new technologies and shades into your product portfolio and how this can enhance both results and time in the salon for clients
- Explore the infinite possibilities of line, form, texture and shape in colouring and how to apply designs efficiently and effectively
- Discover how to use techniques to compliment haircuts and styles for the individual

RECOMMENDED FOR:

Stylists who are looking for new inspirations, colour recipes and ways to push the boundaries of hair colour formulas and techniques.

HOST:

PLATINUM.KEY



ARABELLA

NOW & THEN

CUTTING

“Inspiration starts from the raw visual impact of influences we see any given day in many places, all around the world. We are drawn to how individuals explore their self identity with a free spirited mindset regardless of the constraints of trends or gender. Taking these elements and adapting them to the changing world helps us meet client expectations in the salon. When we take a raw format of inspiration, we start to materialise vision by breaking it down into a technique. The aim is to accomplish the right blend of inspiration, feeling and customisation to create editorial haircuts in collaboration with the client. This is the essence of being in the right time and place.”

PASCAL VAN LOENHOUT

DESIGN.DIRECTOR Cutting

OUTCOMES:

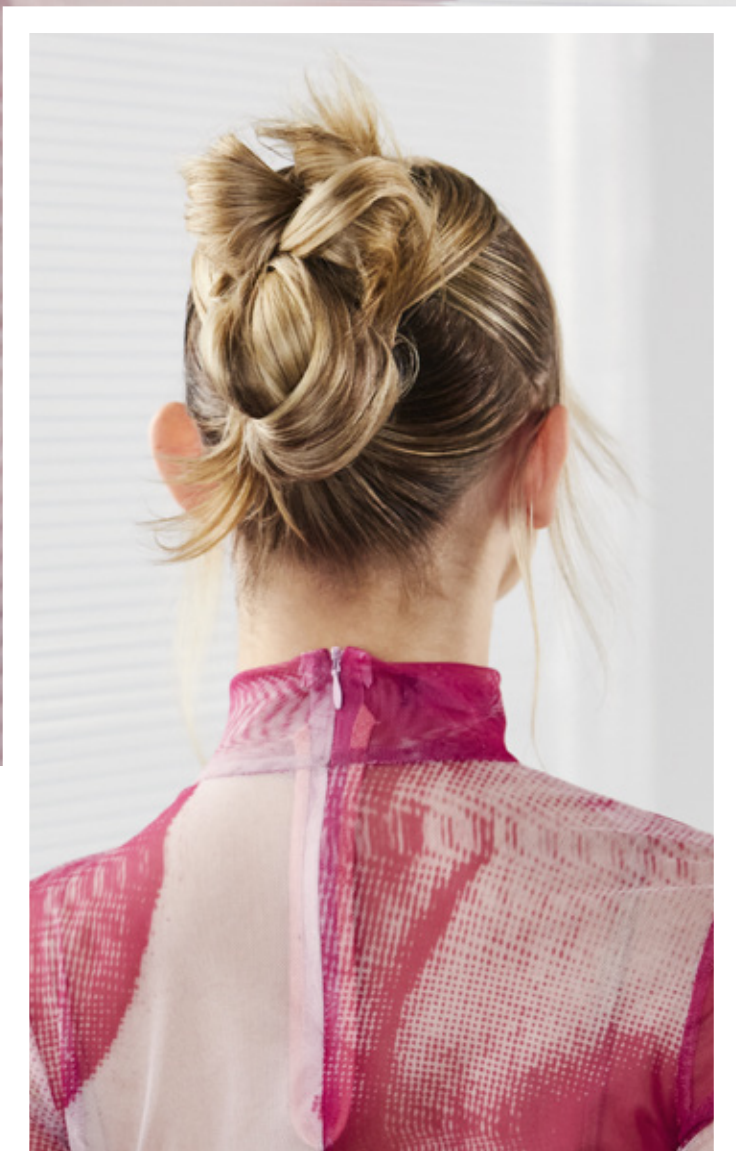
- Learn how to cut to the curve of the head and understand how to manipulate the natural texture and movement for shape and form
- Unlock your clients self with cuts that allow you to tailor to their unique identity
- Explore proportion in a timeless, yet completely modern way and discover how hair transitions through different lengths, from short to long
- Understand how to personalise your cuts to enhance colour techniques and create the perfect finish in style
- Explore product combinations for each haircut and how it affects the outcome across different textures and lengths

RECOMMENDED FOR:

Passionate cutters who would like to extend their knowledge and learn not only what's coming, but also how to customise it.

HOST:

PLATINUM.KEY



AUGUST

NOW & THEN

STYLING

“As a brand, we have delivered so many iconic looks over time. That history is really important to us as we create and reimagine the future. Our uniquely exclusive KEVIN.MURPHY tools take centre stage and that gives us a strong direction to explore new ideas, opportunities and techniques. Product choices are considered and deliberate to ensure strong editorial quality finishes. We gathered our collective ideas and influences, adapted them to the individual and focused on curating them down to build a collection that looks towards change and furthers our stylists skills to meet their clients not only where they are, but where they would like to be.”

WADE BLACKFORD

DESIGN.DIRECTOR Styling

OUTCOMES:

- Explore and learn how to create and enhance modern textures with individual movement across a variety of hair types
- Unlock how to apply classic techniques in a new self focused landscape helping clients to define and maintain their own style
- Gain a strong understanding of advanced finishing techniques, learn how to use product and tools to create the ultimate finish
- Enhance the colouring and cutting techniques you use behind the chair
- Explore how to create the kinds of styles your clients want to complement who they are

RECOMMENDED FOR:

Stylists who are looking for new inspiration, product and tool combinations and ways to push the boundaries of hair techniques with each individual client in mind.

HOST:

PLATINUM.KEY

01

FOUNDATION

LEARN.ME BRAND
LEARN.ME PRODUCTS
LEARN.ME LOOKS
START
GREY
GLOSS
BLOW.DRY
BRAID.ME
HAIR.REHAB

02

INTERMEDIATE

I.DO
TEXTURE.SHAPE.FINISH
EDITORIAL COVERS
CUT.ME
REFINED
+TECHNOLOGIES
BLONDE HIGH.LIFT
COLOUR COVERS

03

ADVANCED

LAB
ART LAB
BLONDE.TECHNIQUES
NOW & THEN COLLECTION
BEHIND.THE.SCENES

04

SHOWCASE

FASHION.WEEK BY KEVIN.MURPHY
INSPIRE.ME

CLASS





LINE-UP

“Education is all about progression and innovation. KEVIN.MURPHY+COLOR.ME EDUCATION is not just inspirational, but packed full of information that will help drive consumers trends, elevate skills and help achieve technically sound results in the salon. We understand that learning can be achieved in many formats including on demand, and have developed a range of options for connection- it is all about you and how you would like to be educated to elevate your skills.”

KATE REID

DESIGN.DIRECTOR Colour

COLOUR





KAHU

START



This essential class offers an overview of COLOR.ME by KEVIN.MURPHY. Topics include colour philosophy, hair diagnosis, client communication, product usage and point of difference. Designed to further technical skill and help address challenges, learn about initial consultations, colour selection, advanced colouration, colour correction, colour removal and practical troubleshooting.

OUTCOMES:

- Increase your knowledge of the crucial elements of colour and diagnosis
- Explore and gain a deep understanding of the COLOR.ME range
- Learn how to achieve the perfect personalised colour result for your client
- Understand the techniques, formulations and knowledge needed for colour correction

RECOMMENDED FOR:

All colourists new to COLOR.ME or new to colour who are looking to expand their understanding of COLOR.ME by KEVIN.MURPHY.

HOST: COLOR.KEY

*In our full day, physical experience colourists will experience hands-on practice plus instruction on the complete colour-product portfolio. Our physical and digital experience can be tailored to suit your needs and may be broken down into two or three sessions to suit. Speak with your local KEVIN.MURPHY+COLOR.ME EDUCATION contact for more information.



DAKOTA

GREY

As fashion drives a revolution of grey possibilities, this class helps to navigate and understand changing client behaviours. Explore different coverage and technology options ranging from multi-tonal to opaque and fashion results. Topics include resistant hair, lightening with grey, managing unwanted warmth, colour balancing and troubleshooting.

OUTCOMES:

- Ensure the desired grey coverage result for your clients
- Explore how to take grey clients lighter and create a plan
- Gain a greater understanding of product selection suitable for grey clients
- Explore multi-tonal or opaque results to meet clients needs

RECOMMENDED FOR:

Colourists who have completed START and wish to expand their understanding and how-to with COLOR.ME by KEVIN.MURPHY.

HOST: COLOR.KEY

KEVIN.MURPHY+
COLOR.ME GLOSS

GLOSS

Acidic hair colour treatment with
KM.BOND² and Vitamin C
Traitement coloration acide avec
KM.BOND² et Vitamine C

10.8 / 10V

60 mL / 20 Fl. Oz. Liq. e



OFELIA

GLOSS

Driven by performance, **COLOR.ME GLOSS** is uniquely designed as a colour and treatment in one. This luminous, liquid demi-permanent colour goes beyond shine to reconstruct and deeply moisturise the hair for incredible strength that increases every time you colour. Born from fashion the selection of shade options and a variety of application techniques allow for a completely customisable hair experience.

RECOMMENDED FOR:

All colourists that are using **COLOR.ME GLOSS** to help understand usage and incorporate the line into colour services or as a stand-alone service to repair, thicken and strengthen.

HOST: COLOR.KEY

OUTCOMES:

- Understand how to incorporate **COLOR.ME GLOSS** into the **COLOR.ME** portfolio as multifaceted products that work in synergy
- Explore product benefits, overview, technology, mixing and formulation
- Learn multiple service offerings to drive business
- Build a solid foundation on the line and learn how to achieve the perfect personalised colour result for your clients

REFINED



A comprehensive exploration of toning or refining on all types of hair. Choose solutions that consistently achieve your desired result for your clients. Further technical skills, address challenges, and deliver the best results possible. Explore the importance of creating the perfect base and choosing between a SHADE and a TONER, pick up tips and formulations to counteract unwanted tones.

OUTCOMES:

- Gain an understanding of toning to refine and learn how to select appropriate product
- Learn techniques such as shadowing and zone toning to enhance results
- Apply the COLOR.ME range to create dimensional reflects that live, move and flatter
- Understand the different results different technologies can achieve

RECOMMENDED FOR:

Colourists who have completed COLOR.ME START and seek further understanding on how to create the perfect, refined end result.

HOST: COLOR GOLD.KEY

+TECHNOLOGIES



Take a journey through our innovative +Technologies portfolio. With pH.D – the no-lift, no-shift pH transformer and COLOUR.XELERATE - our development accelerator oil. Understand formulation options to create seamless results with time saving and colour enhancing benefits. Learn pH.D & COLOUR.XELERATE additive ratios for depositing, tone-on-tone, grey blending, refining or glossing your client's hair.

OUTCOMES:

- Confidence in creating the perfect formulation for your clients
- Personalise the end result while ensuring the hair is left with the highest integrity
- Explore colour performance and time saving efficiencies
- Unlock the possibilities of +TECHNOLOGIES for varied colour results

RECOMMENDED FOR:

All colourists new to pH.D & COLOUR.XELERATE and have attended START and would like to extend their confidence with +TECHNOLOGIES in the salon.

HOST: COLOR GOLD.KEY

BLONDE HIGH.LIFT



BLONDE HIGH.LIFT is a new innovation by KEVIN.MURPHY for professional lightening solutions. Join a comprehensive exploration to gain understanding of how best to incorporate it into your colour portfolio. Further your colour knowledge, technical skills, and introduce the benefits of KEVIN.MURPHY+BLONDE HIGH.LIFT service options.

OUTCOMES:

- Understand BLONDE HIGH.LIFT use and how to select the appropriate SHADE for your desired result
- Explore 6 high performance shades that achieve 5 levels of lightening with toning and refining solutions in one application
- Learn relevant techniques for clients and explore our BLONDE HIGH.LIFT campaign
- Explore enhanced consultation techniques to better meet clients needs

RECOMMENDED FOR:

Colourists who seek further understanding on how to create the perfect blondes with a refined end result.

HOST: COLOR.KEY



KEVIN.MURPHY+
BLONDEHIGH.LIFT
Permanent high lift colour with argan oil
Coloration Ultra éclaircissante permanente avec huile d'argan



SESHNI

COLOUR COVERS



Your exclusive behind-the-scenes pass to our latest KEVIN.MURPHY+COLOR.ME campaign. Our campaign shoots move the needle on hair colour and fashion, and we give you innovative, creative, and technical ideas to take back to the salon. Born from fashion, explore possibilities and must-have shades of the season. More than campaign looks broken down, this class helps you develop your own style by exploring ours.

OUTCOMES:

- Experience our current brand direction and the inspiration behind the current looks
- Learn the formulas, techniques, and refinements for this seasons must-have colour palette
- Understand how the creative team take inspiration, to application and communication
- Expand your formulation skills and achieve fashionably progressive and editorial looks clients will love

RECOMMENDED FOR:

Colourists seeking instantly implementable fashion focused techniques, colour patterns and formulas.

HOST: COLOR PLATINUM.KEY



KRISTINA

BLONDE. TECHNIQUES

Further your lightening skills and grow knowledge in selecting the correct product and addressing challenges. An advanced and dedicated session that explores everything from undertone to application. Includes hair diagnosis, client consultation, advanced lightening colouration and removal of artificial colour. Explore freehand techniques, high-fashion looks, lit-from-within colour and gain salon techniques that clients crave.

OUTCOMES:

- Gain communication skills and address common challenges in lightening hair
- Understand the benefits of our lightening technologies and gain knowledge in correct selection
- Learn to deliver natural, easy-to-maintain colour with blended new growth
- Discover how to remove colour while leaving the hair in optimal condition

RECOMMENDED FOR:

Colourists wanting to improve their COLOR.ME blonde portfolio knowledge and explore new technique ideas utilising foiling, foilage and balayage skills.

HOST: COLOR PLATINUM.KEY



Colouring hair is visual and limitless yet follows technical rules. LAB, a class for artists who want to bring theory into practice and master bespoke colour formulation. Work individually and as part of a team to conduct and analyse numerous colour tests on hair wefts and swatches. Understand underlying pigment and witness the results of counteracting or enhancing tones, compare formulas and the creativity of colour, where innovation meets individuality.

OUTCOMES:

- Gain an advanced technical understanding of COLOR.ME formulation
- Learn how to create your own colour book to implement immediately
- Explore COLOR.ME technology and multi-faceted product use
- Expand your approach to providing colour services for clients creatively

RECOMMENDED FOR:

Colourists who have attended START and want to expand their hair colouring experiences, confidence and creativity.

HOST: COLOR PLATINUM.KEY



ASH

ART LAB

Born from fashion, driven by performance, COLOR.ME brings innovation and choice to each and every salon. Changing fashion and prediction agencies like Pantone drive creative colourists to stay current by developing new formulas, techniques and application methods. We have developed this class exclusively for artists looking to elevate their expertise and gain more specialised skills in the world of formulation for infinite hair colour possibilities.

OUTCOMES:

- Learn the process we take to build a COLOR.ME collection
- Enhance your ability to take inspiration sourced from current movements
- Explore fashion, social media influencers and societal changes to enhance your creative abilities
- Formulate COLOR.ME to span the spectrum of results to cater for individual needs

RECOMMENDED FOR:

All colourists who have attended LAB previously and are looking to develop their key point of difference in the salon while building their own profiles as colourists.

HOST: COLOR DIAMOND.KEY /
COLOR.MASTER



“A great cut that suits the wearer is always in style. Often it is about embracing the differences, the unique aspects, rather than the similarities. Understanding the craft and the techniques is one thing, but applying them to the individual is another. If your life changes, you cut your hair. When your life doesn’t allow change, you cut your hair to drive change. Helping our clients manifest the essence of who they are; that’s true artistry.”

PASCAL VAN LOENHOUT

DESIGN.DIRECTOR Cutting

CUTTING



SESHNI & JOSHUA

CUT.ME

Take a dive into the basic elements of design and how they apply to cutting hair, regardless of gender, hair length or texture. Learn skills in projection and sectioning to strengthen your haircutting results. Explore how natural texture affects the movement of hair and results. Understand the creation of geometric shapes, line, graduation and layering techniques and how to combine these elements.

OUTCOMES:

- Master the core elements of timeless KEVIN.MURPHY cuts and techniques
- Understand how suitability, product choices and communication create unique and precise results for clients
- Explore breaking images into design elements to develop your personal style
- Strengthen the foundation of your approach and your skill to produce quality haircuts for each and every client, every time



RECOMMENDED FOR:

New stylists, anyone craving an update or anyone who trains salon team members.

HOST: GOLD.KEY



“KEVIN.MURPHY styling education covers everything from blow dry to braiding, all to give you high quality in-person and digital learning options. Focused to provide everything a stylist needs to deliver in the salon and on-set. We take a deep dive into product choice, hair texture and type, and how to achieve the perfect editorial hair. Literally something for everyone, no matter the level you’re at.”

WADE BLACKFORD

DESIGN.DIRECTOR Styling

STYLING



MIJI



BRAND

Learning the culture, the Three Core Principles and the philosophies behind KEVIN.MURPHY is imperative for people who have decided to partner with us. We believe that product is more than the liquid in the bottle. It's in our stories, culture and history!

PRODUCTS

Take a deeper dive into the regimens. Understand why each of the KEVIN.MURPHY product families exists and which clients each one is recommended for. Simplify the process of client conversations, develop a problem-solving mindset and explore cocktailing options based on each client's individual needs.

LOOKS

Certain looks will always remain signature to KEVIN.MURPHY styling. Learn about the range of products, unique styling tools and setting techniques that create these signature looks, including our fast up-dos. You will leave with a better understanding of the KEVIN.MURPHY approach to hairstyling.



LEARN.ME

LEARN.ME is the most important class you will experience. It is an exclusive tour into everything KEVIN.MURPHY. Think of this class as product insight and exploration, not just product knowledge. LEARN.ME is about understanding KEVIN.MURPHY the brand, Kevin Murphy the person, and everything that makes our products and culture so unique. LEARN.ME is able to be adapted to meet your needs, taken in one or broken into core components, in person or digital.

OUTCOMES:

- Explore product cocktailing and layering suggestions
- Learn about the culture and passion behind the creation of the brand
- Explore the KEVIN.MURPHY regimens and how to apply this knowledge to your clients
- Enhance your styling services and learn the tips and tricks used to create time-saving KEVIN.MURPHY looks each and every time

RECOMMENDED FOR:

Salons and stylists new to the KEVIN.MURPHY range, or salons and stylists looking to revisit and renew their knowledge of the brand.

HOST: KEY

DANIEL & SADIE



HAIR.REHAB

Meeting clients' needs means solving hair concerns, while educating and helping maintain results with at-home solutions. Hair concerns change and clients may need a one-off customised boost for their hair condition or texture. Gain an understanding of how our product formulas are multi-faceted and learn how to select prescriptive solutions from one of the HAIR.REHAB treatments to deliver ultimate benefits to your clients.

OUTCOMES:

- Develop targeted treatment solutions using our entire care portfolio
- Learn how to create a take home self-care moment in the salon for clients
- Understand why communication is key to any treatment service and explore client focused language
- Learn signature KEVIN.MURPHY treatments to further develop your service menu and drive revenue

RECOMMENDED FOR:

Stylists who have a basic understanding of the product range and are looking to explore treatment prescriptions to advance their in-salon and take home product and service sales.

HOST: KEY



RITU

BLOW.DRY

Our mission is to elevate the BLOW.DRY experience with consistency, accuracy and a focus on signature, results driven techniques. Using our products partnered with seamless education, master a perfect finish that lasts each and every time. Explore the foundations of the blow-dry, learn the importance of clean sectioning and product choice; how to prepare and execute finished looks on any length of hair.



OUTCOMES:

- Explore the science of the blow-drying process for enhanced results across all hair types
- Execute finished looks, whether blow-drying for volume, smoothness or texture
- Understand why communication is key to any blow-dry service to ensure that you exceed client expectations
- Learn signature KEVIN.MURPHY techniques to develop your service menu

RECOMMENDED FOR:

Stylists who have a basic understanding of the product range and are looking to explore blow-dry techniques to advance their skill set behind the chair.

HOST: GOLD.KEY



I.DOO

Create wedding experiences the KEVIN.MURPHY way. It's a privilege to take part in anyone's special day, but being in the wedding business requires a new digital outlook. You also need an inclusive mindset, patience, great hair skills and business savvy. Become an outstanding artist who is confident. It is the planning, skills and execution you offer that make the difference — and that's before you even do hair!

OUTCOMES:

- Learn new creative skills inspired by KEVIN.MURPHY session styling and explore moodboarding to create looks that complement any theme
- Work with clients' requests and help them with budgets, timelines leading up to and during the entire event
- Be able to communicate your wedding business in-person and across different media to gain presence and referrals
- Understand the business of weddings and combine that with beautiful hair to exceed your clients' expectations

RECOMMENDED FOR:

Any stylist looking to build confidence in working with wedding clientele.

HOST: GOLD.KEY





LILY

BRAID.ME

We have been braiding hair for many centuries, across many cultures, and history has shown that it will always be at the forefront of fashion. This class is a fantastic opportunity to learn how to incorporate braiding into your daily styling and how to use these techniques creatively behind the chair, on set or backstage during any fashion event.

OUTCOMES:

- Understand how body position and hand position can alter the outcome of braiding
- Identify key techniques to extend your skill portfolio
- Learning four classic braiding techniques: French braid, Dutch braid, rope braid and fishtail braid
- Use these techniques to create braided styles of your own

RECOMMENDED FOR:

Passionate stylists with a desire to learn or master braiding.

HOST: KEY

TEXTURE.SHAPE.FINISH



Learn how to identify each and every hair texture. We look at the product needs for all, including highly textured to coily hair and share the skills you must have to meet each and every client's needs head on. In this interactive class, you will explore all of the tips and tricks on product application and choice that the KEVIN.MURPHY creative teams use on campaigns and runway shows. Explore how we achieve the iconic texture, shapes and results signature to KEVIN.MURPHY.

OUTCOMES:

- Learn creative new ways to use the portfolio of products on all of your clients
- Identify your clients texture and learn how to communicate creative new ways to style their hair
- Gain the skills required to become a true expert in product application and layering
- Adopt a global mindset to meet each and every clients needs

RECOMMENDED FOR:

Stylists looking to increase their level of comfort in working with all hair types and textures and which KEVIN.MURPHY products they should use to achieve the best results in and out of the salon.

HOST: PLATINUM.KEY

EDITORIAL COVERS



EDITORIAL COVERS will inspire you to achieve editorially inspired cover hair. Look behind our campaigns to understand how we create iconic looks, shapes and textures year after year. Explore must-have techniques, from setting, how to control hair, back-brushing and molding. Gain an insider's view to manipulating hair and the product needed to create the ultimate finish seen in editorials around the world.

OUTCOMES:

- Explore editorial techniques, trends and fashion influences
- Learn how to break down a reference image and the art of communication and collaboration with clients
- Explore the elements of design and how wefts and extensions may be used to achieve a desired result
- Learn current KEVIN.MURPHY campaign looks and textures that can be adapted to suit

RECOMMENDED FOR:

Stylists who crave editorial direction and skills for red carpet and formal events for their clients. Those looking to improve their editorial skills with a focus on backbrushing, setting and control of hair for results that have the effortless editorial appeal.

HOST: PLATINUM.KEY



*2 FULL DAYS

DAKOTA

BEHIND.THE.SCENES



From Melbourne to Paris, Copenhagen to Prague, Stockholm to New York, KEVIN.MURPHY team members work on numerous fashion-week shows around the world every year. Designed to build your skills and teach techniques and processes needed at large fashion events so you can apply them to your clientele or even work backstage. Learn how to work in a team environment and communicate effectively.

OUTCOMES:

- Learn everything you need to know to be prepared for any fashion week
- Master the skills and product choice for the perfect finish and learn the KEVIN.MURPHY way of working backstage
- Explore how to enhance your creativity and communication with clients by applying this skill set in the salon
- Learn preparation, the tools are required, and the many different techniques needed

RECOMMENDED FOR:

Stylists who want to learn backstage techniques and experience being a KEVIN.MURPHY team member behind the scenes at a fashion week event somewhere around the world.

HOST: SESSION.MASTER
MASSIMO MORELLO /
DIAMOND.KEY



DANIEL

INSPIRE.ME

The KEVIN.MURPHY+COLOR.ME EDUCATION MASTER team bring a customisable experience that will inspire you to reach new heights in your career as a hairdresser. The demonstration will focus on the KEVIN.MURPHY culture and brand philosophy by showcasing innovative styling, colouring and cutting techniques. This event is suitable for everyone who craves inspiration and would like creative ideas to take back to their clients.

OUTCOMES:

- Gain inspiration and knowledge and a clear understanding of how to adapt today's fashion styles to your clients in the salon
- Learn how to think outside the box and use our range of products in new and fresh ways
- Be inspired by the latest cut, colour and style content
- Attend an inspirational event that gives you career changing ideas to implement in salon

RECOMMENDED FOR:

All stylists, whether new to the brand or anyone who is seeking the next level of inspiration in the world of hairdressing.

HOST: MASTERS



KAHU

FASHION.WEEK BY KEVIN.MURPHY

Clients are increasingly inspired by the same runways as we are. Let us take you out of your salon environment for a moment and place you at a fashion show. See how KEVIN.MURPHY products and tools help designers create their vision of hair that's suitable for their collection. Next, apply this to your clients in the salon to enhance your business. Sit back and let the runway show come to you!

OUTCOMES:

- Leave feeling inspired and up to date with the latest catwalk hair and fashion design
- Gain insight into what the most prestigious designers are doing and learn how to translate it to hair in the salon
- See how the team move from inspiration to creating a look
- Gain tips and tricks on new textures, shapes and styles that will extend your skill set in salon

RECOMMENDED FOR:

Stylists who are interested in the latest looks and desire to know how the KEVIN.MURPHY product range performs in its natural environment — fashion styling.

HOST: MASTERS / DIAMOND.KEY





CLASS MAP

NOW & THEN COLLECTION

	LEVEL	HOST	TYPE	DURATION	EXPERIENCE
COLOUR	Advanced	PLATINUM.KEY	Hands-On	6 Hours	Physical
CUTTING	Advanced	PLATINUM.KEY	Hands-On	6 Hours	Physical
STYLE	Advanced	PLATINUM.KEY	Hands-On	6 Hours	Physical

COLOUR

	LEVEL	HOST	TYPE	DURATION	EXPERIENCE
START	Foundation	COLOR.KEY	Theory and Hands-On	7 Hours or 2 Hours x 2	Physical / Digital
GREY	Foundation	COLOR.KEY	Theory and Hands-On	4 Hours / 2 Hours	Physical / Digital
REFINED	Intermediate	COLOR GOLD.KEY	Theory and Hands-On	4 Hours / 2 Hours	Physical / Digital
+TECHNOLOGIES	Intermediate	COLOR GOLD.KEY	Theory and Hands-On	4 Hours / 2 Hours	Physical / Digital
BLONDE HIGH.LIFT	Intermediate	COLOR.KEY	Theory and Hands-On	4 Hours / 2 Hours	Physical / Digital
GLOSS	Foundation	COLOR.KEY	Theory and Hands-On	4 Hours / 2 Hours	Physical / Digital
COLOUR COVERS	Intermediate	COLOR PLATINUM.KEY	Hands-On	4-6 Hours	Physical
BLONDE.TECHNIQUES	Advanced	COLOR GOLD.KEY	Theory and Hands-On	6 Hours / 2 Hours	Physical / Digital
LAB	Advanced	COLOR PLATINUM.KEY	Hands-On	8 Hours	Physical
ART LAB	Advanced	COLOR DIAMOND.KEY / COLOR.MASTER	Hands-On	8 Hours	Physical

CUTTING

	LEVEL	HOST	TYPE	DURATION	EXPERIENCE
CUT.ME	Intermediate	GOLD.KEY	Theory and Hands-On	6 Hours / 2 Hours	Physical / Digital

STYLE

	LEVEL	HOST	TYPE	DURATION	EXPERIENCE
LEARN.ME BRAND	Foundation	KEY	Theory	2-4 Hours / 1.5 Hours	Physical / Digital
LEARN.ME PRODUCT	Foundation	KEY	Theory	2-4 Hours / 1.5 Hours	Physical / Digital
LEARN.ME LOOKS	Foundation	KEY	Hands-On	2-4 Hours / 1.5 Hours	Physical / Digital
HAIR.REHAB	Foundation	KEY	Theory and Optional Hands-On	2-4 hours / 1.5 Hours	Physical / Digital
BLOW.DRY	Foundation	GOLD.KEY	Theory and Hands-On	4-6 Hours	Physical
BRAID.ME	Foundation	KEY	Hands-On	4-6 Hours	Physical
I.DO	Intermediate	GOLD.KEY	Theory and Hands-On	4-6 Hours	Physical
TEXTURE.SHAPE.FINISH	Intermediate	PLATINUM.KEY	Theory and Optional Hands-On	4-6 Hours / 2 Hours	Physical / Digital
EDITORIAL COVERS	Intermediate	PLATINUM.KEY	Hands-On	6 Hours	Physical
BEHIND.THE.SCENES	Advanced	SESSION.MASTER MASSIMO MORELLO / DIAMOND.KEY	Hands-On	2 Full Days	Physical

SHOWCASE

	LEVEL	HOST	TYPE	DURATION	EXPERIENCE
INSPIRE.ME	All Levels	MASTER	Event	1.5 - 2 Hours	Physical
FASHION.WEEK BY KEVIN.MURPHY	All Levels	MASTER or/with DIAMOND.KEY	Event	1 Hour	Physical



Our KEVIN.MURPHY education program takes stylists on a journey from session to salon. It's Kevin's bold ideas and original thinking that made him the trendsetting stylist we know today. His effortless beach hairstyle changed the way we look at hair. People thought it would be the look of just one summer, but in fact, it changed the industry forever.

KEVIN.MURPHY SESSION.SALON is a group of hair care professionals who are leaders in their salons and admired by their peers. SESSION.SALON will change how you communicate with clients both in person and digitally. Develop in-depth product knowledge, gain insight into the exciting world of editorial styling and learn how to translate runway looks for their clients.

SESSION.SALON

KEVIN.MURPHY

SESSION.SALON unlocks the world of KEVIN.MURPHY — aspirational to stylists, sophisticated, experimental, inspirational, progressive and diverse.



COLOR.ME
by **KEVIN.MURPHY**
HIGHER



COLOR.ME HIGHER is a next level colourist program that builds deep understanding and intellect behind the world of COLOR.ME by KEVIN.MURPHY. We explore how it's state-of-the-art technology benefits services and results for your clients. Explore how you can use this insider knowledge to expand colour service possibilities in the salon and to grow your colour business.

Combined they create a journey from scientific understanding of colour and manipulation, expansive variations of planning colour transformations and a deeper understanding of the artistic influences and flare that are key to next level colour results.

The programme is divided into three 2-day courses:

- SCIENCE.ART
 - FORMULATION.ELEVATION
 - ART.IN.STYLE
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CONNECT

A place to login, learn, and interact with KEVIN.MURPHY+COLOR.ME EDUCATION. Learning journeys that have style, magnify and heighten brand connection and product awareness.

CONNECT keeps in mind that all channels and touch points become an opportunity to build communication between KEVIN.MURPHY+COLOR.ME Education, salons, stylists and their clients. A tool to reach out to you with all new product launches and initiatives when they launch, updated in real time ensuring you have everything you need at your fingertips always.



CONNECT



**PLUG.IN / LEARN /
EXPLORE / INTERACT**

**KEVIN.MURPHY+COLOR.ME
EDUCATION**



KEVIN.MURPHY+ COLOR.ME
EDUCATION

KEVINMURPHY.COM.AU

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PODCASTS
CONVERSATIONS WITH KEVIN