

europe  
middle east  
africa

KEVIN.MURPHY+COLOR.ME

EDUCATION

edition



## LETTER FROM KEVIN

Hi,

As we enter a new age and look forward to a brighter future, it is now time to reflect upon not only who we are, but who we became during the previous year. It's time to appreciate you and add an identifying twist. Our hair and our fashion are always a way to represent how we have changed and now clients look to you for guidance.

To be in harmony with nature is one of the things we now covet. We have taken the time to look again at the natural world and explore everything we hold sacred. In line with a new love of nature lies a fascination with flowers and natural ingredients. The best of science and the best of nature has always been our mantra and now this stands clear and true. It is no mistake that the Pantone colour trends coming forth are soothing, bright, and enlightening tones for renewal. Pantone has revealed that Illuminating – a bright yellow hue – and Ultimate Gray represent unity, stability, and hope. On the digital catwalks, protest and rebellion have found their way into fashion and what this means is that fashion is now becoming a way of identifying with a collective, it's no longer just about the individual, it's about how we fit within our chosen collective. Now we look for brands that match our ideals.

KEVIN.MURPHY EDUCATION has a mission to be more than just the best CUT, COLOUR and STYLE education around. We give you the tools that you need to navigate such a time in history, and the know-how to apply new creative, communication and knowledge-based skills that assist in the perception of your brand. We have also become incredibly digital savvy during this period and KEVIN.MURPHY EDUCATION has created an impressive portfolio of DIGITAL EDUCATION. Knowledge that allows you to access the wealth of talent and programs that my team offers anywhere, anytime. Look for our KEVIN.MURPHY DIGITAL EDUCATION brochure in your local area.

As we contemplated the collection this year, we noted that we are still heavily inspired by the sensibilities of the '90s but now we add a strong splash of the early 1970s and a twist of rebellion and youthful exuberance. LA, LALA is a collection that allows us to identify individually but also collectively as one. LA, LALA is that thing you say when there is nothing else to say. It takes on the point that we are looking at the world with our eyes open, that we know things have changed, but we may not be sure how. It is an indescribable feeling that once the dust settles the change will be for the better of us all, collectively.

Enjoy,

## TABLE OF CONTENTS

04

Collection

14

Class Line-Up

16

Colour

28

Cutting

32

Styling

44

Class Map

48

SESSION.SALON

50

CONVERSATIONS WITH KEVIN

52

EDUCATION INSIDER  
KM.TV

KEVIN.MURPHY

# LA, LALA

COLOUR

CUT

STYLE

**“Education at a time of change is one of the most important gifts you can give yourself. LA, LALA is more than a collection, it is a movement. Strength, power and aspiration combined with a healthy dose of reality. A new wave of glamour is on the way as we all prepare to dress up again. LA, LALA gives you the space to explore this shift for you and your clients.”**

– NATHAN GORMAN HEAD.MASTER





## THE COLLECTION

LA, LALA is that thing you say when there is nothing else to say. It's not dismissive but it is a concept related to something you feel but don't quite know how to convey. La,lala fills the room and gives it mood and character and represents a shared mutual and emotional understanding.

Recently everyone has been speaking of the negatives of the past 18 months but now it's time to shift gears and explore the positives. As we take the time to re-centre ourselves, we are looking at new ideas and recalibrating what life, wellness and fulfilment mean. We are adapting fashion to suit, and we are prepared to have fun and explore.

The new decade is one of uncertainty and complexity, but also of limitless possibilities. Now on the catwalk we see symbols of protest, rebellion and change. This movement started on the streets and has found its way into fashion and representation. It is these social tensions and resolutions which will determine new trends. We have an opportunity to go back to what was or move forward. Moving forward is moving towards empathy, creativity and a dream-like world which matches our personal and now collective values.

The influences are a decade-jumping, time-travelling moment and this nostalgia is all about looking back to move forward. Our CUT, COLOUR and STYLE looks are made modern through texture, shape and colour and embrace natural hair in all its forms, so everyone has a good hair day. It's like when the '70s returned in the '90s we wanted to throw away everything that the '80s was, we had turned a corner and now we have turned a corner from the first 20 years of the millennium – It's not about hopping right back into our old life but recognising that the old life is gone and that you are happy to have turned a corner.

LA, LALA!

# LA, LALA COLOUR

Focused on the clients colour journey and experience. We create a dynamic colour story that switches from street to high fashion. Following the mindset that hair can be the ultimate statement accessory. We built on established ideas and combined with a theme of return-to-self, where to embrace or enhance hair texture and type through colour, is to develop a unique style.

Fresh nudes shades like BEIGE.VIOLET, CHOCOLATE.ASH and VIOLET.INTENSE embellish each model's hair and create more dimension between light and shadow. Along with natural variations in multi-tonal saturation.

**OUTCOMES:** Build on your existing skills combined with COLOR.ME techniques and recipes. This is a technique-based class that will allow you to explore the infinite possibilities of line, form, texture and shape in colouring and discover how to use those COLOR.ME techniques to compliment your haircuts and styles in the salon.

**HIGHLY RECOMMENDED FOR:** Stylists who are looking for new inspirations, colour recipes and ways to push the boundaries of hair colour formulas or techniques.

**LEVEL:** Advanced

**COURSE TYPE:** Hands-On

**COURSE DURATION:** 4-6 Hours

**HOST:** PLATINUM.KEY

**NOTE:** All of the LA, LALA collection classes may be intermixed. Stylists may attend a stand-alone LA, LALA CUT, COLOUR or STYLE class. Alternatively, classes can be combined to offer a more customised experience.



# LA, LALA CUT



LA, LALA is that feeling that fills the room. It's the feeling of a perfect haircut, one that suits you and who you have become. This season at KEVIN.MURPHY we give you shapes, textures and haircuts that allow you to help clients represent who they have become. These haircuts look at the 70's with new eyes. There is still a hint of the 90's with iconic styles that have been revived. It's a decade jumping, time travelling moment as we explore the influences that lead us to right now, from fringes with a bang to the variety of lengths left just so, we play with proportion in a timeless yet completely modern way. Explore how to identify the play between the individual and the collective as we step forward into a new world where the joy of fashion has returned.

**OUTCOMES:** Learn how to cut to the curve of the head and understand how to manipulate the natural texture and movement of hair regardless of the length. We look at how hair transitions through different lengths, from short to long; how layers and graduation have changed; and how to personalise your cuts to enhance colour techniques and create the perfect finish in style. We also have created the perfect styling techniques and product combinations for each haircut.

**HIGHLY RECOMMENDED FOR:** Passionate cutters who would like to extend their knowledge and learn not only what's coming but also how to personalise it.

**LEVEL:** Advanced  
**COURSE TYPE:** Hands-On  
**COURSE DURATION:** 4-6 Hours  
**HOST:** PLATINUM.KEY

**NOTE:** All of the LA, LALA collection classes may be intermixed. Stylists may attend a stand-alone LA, LALA CUT, COLOUR or STYLE class. Alternatively, classes can be combined to offer a more customised experience.

**NOTE:** All of the LA, LALA collection classes may be intermixed. Stylists may attend a stand-alone LA, LALA CUT, COLOUR or STYLE class. Alternatively, classes can be combined to offer a more customised experience.



# LA, LALA STYLE

This year's styling collection is a reflection of the '90s, but it's also about leaving behind what you don't need. We developed the techniques for each style being conscious of you, the stylist, working behind the chair with each and every client in a timely manner. Let's make this year all about your clients and representing who they have become in the past year. We at KEVIN.MURPHY make everything all about you and increasing your skills and ability to navigate the ever-changing world of fashion, so you can apply the knowledge directly to your clients and help them manifest their hair goals.

**OUTCOMES:** Explore and learn how to create modern textures with individual movement. Gain a strong understanding of advanced finishing techniques, learn how to use product to create the ultimate finish, and 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.

**HIGHLY RECOMMENDED FOR:** Stylists who are looking for new inspiration, product recipes and ways to push the boundaries of hair techniques with each individual client in mind.

**LEVEL:** Advanced

**COURSE TYPE:** Hands-On

**COURSE DURATION:** 4-6 Hours

**HOST:** PLATINUM.KEY

# CLASS

01

## FOUNDATION

These classes will build a great foundation for any KEVIN.MURPHY journey.

START  
FOIL  
LEARN.ME BRAND  
LEARN.ME PRODUCTS  
LEARN.ME LOOKS  
BLOW.DRY  
BRAID.ME

02

## INTERMEDIATE

These classes will provide a solid understanding of the core principles involved with KEVIN.MURPHY hairdressing, cutting and colouring, and will prepare stylists for advanced classes.

REFINED  
pH.D  
CUT.ME  
I.DOO  
TEXTURE.SHAPE.FINISH

03

## ADVANCED

These classes can be taken in any order, customised to the salon's needs and the DSC's recommendation.

LA, LALA COLLECTION  
BLONDE.TECHNIQUES  
LAB  
ART LAB  
BRAID.ME ADVANCED  
BEHIND.THE.SCENES

04

## SHOWCASE

Get inspired with these unique KEVIN.MURPHY experiences.

FASHION.WEEK BY KEVIN.MURPHY  
INSPIRE.ME

# LINEUP



**“From the fundamentals of colour to more advanced applications, COLOR.ME education has been carefully crafted to deliver the knowledge, techniques and confidence needed to elevate your business behind the chair.”**

**– KATE REID, DESIGN.DIRECTOR**

KEVIN.MURPHY

# COLOUR



# FOIL

This is a half-day “look and learn” workshop that may be extended with an additional half-day hands-on model session. It was developed for colourists who want to learn the fundamentals of professional foiling services.

**OUTCOMES:** Learn and understand the fundamentals of high- and low-lightening services with separators like foil. Become efficient and precise in sectioning and selecting the right amount of hair in weaves or slices for a safe workflow and smooth results.

**HIGHLY RECOMMENDED FOR:** Colourists who have attended COLOR.ME START and want to build skills in standard high- or low-lightening services.

**LEVEL:** Foundation  
**COURSE TYPE:** Theory and Hands-On  
**COURSE DURATION:** Half or Full Day  
**HOST:** COLOR.KEY

# START

Welcome to our introductory class offering an overview of COLOR.ME by KEVIN.MURPHY. Theory topics include colour philosophy, hair diagnosis, client communication, product usage and point of difference. Colourists will experience hands-on practice plus instruction on the complete colour-product portfolio.

This class is designed to further your technical skills, help you address challenges and prepare you to deliver the best colour results possible. You'll 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 to meet your clients' needs. Explore and gain a deep understanding of the COLOR.ME product portfolio. Learn how to achieve the perfect personalised colour result for your clients. Understand the techniques, formulations and knowledge needed for colour correction. Explore how to take blonde clients dark and how to remove colour for clients who wish to go lighter.

**HIGHLY 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.

**LEVEL:** Foundation  
**COURSE TYPE:** Theory and Hands-On  
**COURSE DURATION:** Full Day  
**HOST:** COLOR.KEY





# REFINED

This essential colour class is a comprehensive exploration of refining — also known as toning — on all depths of hair. You will learn how to choose refining colours that achieve your desired result and how to attain better durability for your clients. The class is designed to help you further your technical skills, address challenges and deliver the best refining results possible in the salon. Learn the importance of creating the perfect canvas and choosing between a SHADE and a TONER; understand the art of communication with clients; and, of course, pick up tips on counteracting unwanted tones. This class will transform you into a master of finishing on all COLOR.ME colours!

**OUTCOMES:** Gain an understanding of toning to refine and learn how to choose products that create beautiful and personalised colours for your clients. We look at using techniques such as shadowing and zone toning to bring your colour work to the next level. Learn how to apply the range to create dimensional reflects that live, move and flatter the wearer every time.

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

**LEVEL:** Intermediate  
**COURSE TYPE:** Theory and Hands-On  
**COURSE DURATION:** Half Day  
**HOST:** GOLD.COLOR.KEY

# pH.D

This class will take you on a comprehensive journey through our innovative product pH.D — the alkaline-to-acid transformer — and it will help you to create the most seamless and beautiful formulation results. Understand the instructions for the best possible results, and gain a deeper understanding of pH.D additive ratios for depositing, applying tone on tone, grey blending, refining and glossing your clients' hair.

**OUTCOMES:** Become confident in creating the perfect formulation for your clients and personalising the end result while ensuring the hair is left with the highest integrity.

**HIGHLY RECOMMENDED FOR:** All colourists who are new to pH.D, have attended START and would like to extend their confidence on utilising pH.D in the salon.

**LEVEL:** Intermediate  
**COURSE TYPE:** Theory and Hands-On  
**COURSE DURATION:** Half Day  
**HOST:** COLOR.KEY

**NOTE:** Each participant requires a model who should arrive 2 hours after the class start time.



# BLONDE. TECHNIQUES

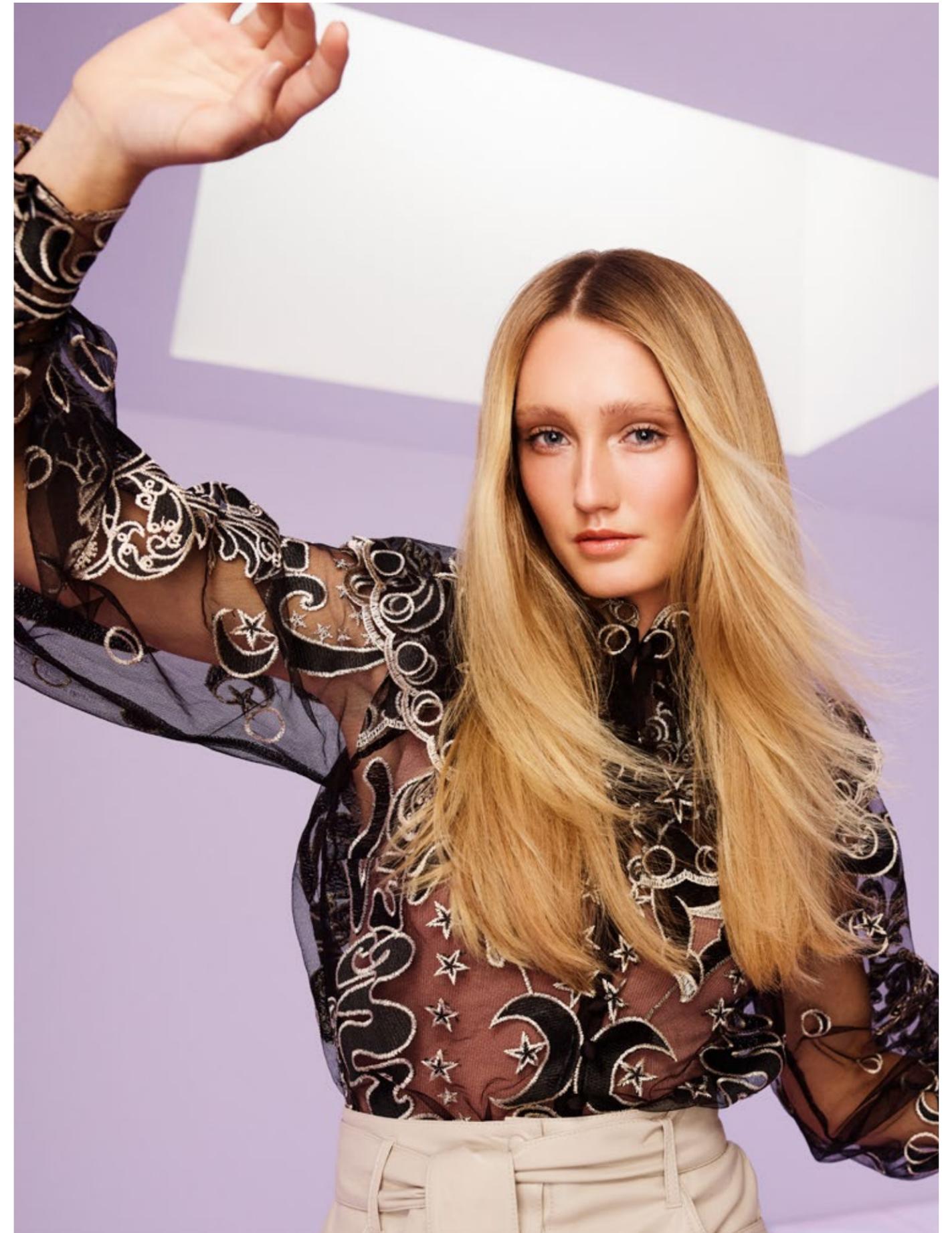
An advanced and dedicated blonde session that explores everything from undertone to application. This class is designed to further your lightening skills, grow your knowledge in selecting the correct product and address common lightening challenges. Focuses include hair diagnosis, client consultation, lightener selection, advanced lightening colouration, removal of artificial colour, troubleshooting and the point of difference between each product.

BLONDE.TECHNIQUES also covers freehand techniques and high-fashion looks, exploring the ease and simplicity behind achieving gorgeous, lit-from-within colour. Learn to deliver natural, easy-to-maintain colour with invisible new growth, and understand practical salon techniques that clients crave.

**OUTCOMES:** Gain communication skills and learn how to address common problems with blonde hair. Understand the differences between all of our lighteners and when to use a SHADE rather than HIGH.LIFT. Discover how to remove colour while leaving the hair in optimal condition. Learn new takes on commercial techniques to enhance your blonde applications and results.

**HIGHLY RECOMMENDED FOR:** Colourists wanting to improve their COLOR.ME blonde portfolio knowledge and explore new technique ideas utilising painting, foilage and balayage skills.

**LEVEL:** Advanced  
**COURSE TYPE:** Theory and Hands-On  
**COURSE DURATION:** Half Day  
**HOST:** GOLD.COLOR.KEY



# LAB

Colouring hair is visual and limitless. LAB is a class for colourists who want to bring theory into practice and master bespoke colour formulation. In this class, you will work individually and as part of a team to conduct and analyse numerous colour tests on hair wefts and swatches. You will reveal underlying pigment and witness the results of counteracting and enhancing tones. Class participants will have the chance to compare different formulas used for similar hair colour situations and will explore the limitless playfulness of COLOR.ME.

**OUTCOMES:** Gain an advanced technical and practical understanding of COLOR.ME. Expand your approach to providing colour services for clients while having fun!

**HIGHLY RECOMMENDED FOR:** Colourists who have attended START and want to expand their hair colouring experiences and confidence.

**LEVEL:** Advanced

**COURSE TYPE:** Hands-On

**COURSE DURATION:** Full Day

**HOST:** PLATINUM/DIAMOND/COLOR.KEY



Working within a compact range allows colourists to become true artists and create their own unique and tailored shades for their clients. With changing fashion trends and new Pantone colours, colourists need to stay current by creating new formulas, techniques and looks for their clients. KEVIN.MURPHY is a fashion-focused brand, and we have developed this class exclusively for colourists looking to elevate their expertise and gain more specialised skills in the world of hair colour.

**OUTCOMES:** In this class, you will learn what steps KEVIN.MURPHY takes to build a COLOR.ME collection, and how inspiration sourced from current trends, fashion, social media influencers and societal changes creates a collection's story.

**HIGHLY 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.

**LEVEL:** Advanced  
**COURSE TYPE:** Hands-On  
**COURSE DURATION:** Full Day  
**HOST:** COLOR.MASTER



KEVIN.MURPHY

# CUTTING

**“Our aim as a brand is to minimise and simplify things to make time-friendly, approachable and adaptable cutting techniques. We provide education for hairdressers to implement haircutting techniques with great accuracy and a mindset to push them outside of their comfort zone.”**

**- PASCAL VAN LOENHOUT, DESIGN.DIRECTOR**



# CUT.ME

Cutting a true line is never as easy as it seems. This course is a fundamental experience that is inspired by the KEVIN.MURPHY philosophy of cutting hair regardless of the client's gender, hair length or hair texture. Learn skills in body position, projection and sectioning to strengthen your haircutting expertise. Explore how natural texture affects the movement of hair and cutting results. Understand the creation of geometric shapes, line, graduation and layering techniques and how to combine these elements. Understand suitability, product choices and communication to create something unique and precise for your clients.

**OUTCOMES:** Master the core elements of timeless KEVIN.MURPHY cuts in order to create a personal and unique style. Learn to refine your skills in body position, projection and sectioning. Hone your techniques that are crucial for cutting hair. Strengthen the foundation of your approach and your skill to produce quality haircuts for each and every client, every time.

**HIGHLY RECOMMENDED FOR:** New stylists, anyone craving an update or anyone who trains salon team members. This class is the foundation before entering the LA, LALA CUT class.

**LEVEL:** Intermediate

**COURSE TYPE:** Demo or Hands-On

**COURSE DURATION:** 4-6 Hours

**HOST:** GOLD.CUTTING.KEY



KEVIN.MURPHY  
STYLING

“At this time in our industry, what we see in the editorial world and what’s happening on the streets have never been closer together. This should be reflected in the work we do with clients in the salon.”

– WADE BLACKFORD, DESIGN.DIRECTOR



KEVIN.MURPHY

# LEARN.ME

LEARN.ME, in three parts, 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 man, and everything that makes our products and culture so unique.

**OUTCOMES:** Be well-versed in the core principles of KEVIN.MURPHY, product cocktailting and layering suggestions, and 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 using the 1.2.3. language. Enhance your styling services and learn the tips and tricks used to create time-saving KEVIN.MURPHY looks each and every time.

**HIGHLY 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.

## 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!

**LEVEL:** Foundation  
**COURSE TYPE:** Look and Learn or Hands On  
**COURSE DURATION:** 2-4 Hours; Each level  
**HOST:** KEY

## 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 with our 1.2.3. language, develop a problem-solving mindset and explore cocktailting options based on each client's individual needs.

**LEVEL:** Foundation  
**COURSE TYPE:** Look and Learn or Hands On  
**COURSE DURATION:** 2-4 Hours; Each level  
**HOST:** KEY

## 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.

**LEVEL:** Foundation  
**COURSE TYPE:** Look and Learn or Hands On  
**COURSE DURATION:** 2-4 Hours; Each level  
**HOST:** KEY



# I.DOOO

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 outlook. You need an inclusive mindset, patience, great hair skills and business savvy. You need to be an outstanding artist who is confident in current wedding trends, and you must be able to communicate in person and across different media in the planning phase. It is the planning, skills and execution you offer that make the difference. Budgets, timelines and production of the day all need to be looked at — and that's before you even do hair! We will help you to understand and be understood. Learn how to use mood boards as a tool to identify and communicate creative ideas. Set a timeline for visits, and look at the opportunities for your salon and your client as you prepare.

**OUTCOMES:** You will learn new creative skills inspired by KEVIN.MURPHY session styling and be able to create looks that complement any theme. Learn how to work with clients' requests and help them with timelines leading up to and during the entire event. Understand the business of weddings and combine that with beautiful hair to exceed your clients' expectations and to get solid referrals for future wedding business.

**HIGHLY RECOMMENDED FOR:** Any stylist looking to build confidence in working with wedding clientele.

**LEVEL:** Intermediate  
**COURSE TYPE:** Theory and Hands-On  
**COURSE DURATION:** 4-6 Hours  
**HOST:** GOLD.KEY

# BLOW.DRY

Meeting a client's need with a great blow-dry is an essential part of the KEVIN.MURPHY philosophy. This class will teach you the foundations of the blow-dry: You will learn the importance of clean sectioning and product choice; how to prepare and execute finished looks on any length of hair; and how to communicate with clients to help them solve problems with blow-drying at home. We will focus on techniques using the range of products and tools necessary to master a perfect finish that lasts every time.

**OUTCOMES:** You will know how to prepare and 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 your clients' expectations.

**HIGHLY 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.

**LEVEL:** Foundation  
**COURSE TYPE:** Look and Learn or Hands-On  
**COURSE DURATION:** 4-6 Hours  
**HOST:** KEY



# 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. Warm up your fingers, as those will be your most powerful tools in this class!

**OUTCOMES:** In this class, you will explore the craft of braiding and identify key techniques to extend your skill portfolio. Begin by learning four classic braiding techniques: French braid, Dutch braid, rope braid and fishtail braid. Then use these techniques to create braided styles of your own.

**HIGHLY RECOMMENDED FOR:** Passionate stylists with a desire to learn or master braiding.

**LEVEL:** Foundation

**COURSE TYPE:** Hands-On

**COURSE DURATION:** 4-6 Hours

**HOST:** GOLD.KEY



BRAID.ME

# ADVANCED

So, you have a great talent for braiding? It's time to take it to the next level. Let's explore the different techniques that come together for BRAID.ME ADVANCED. Braiding combines free expression and fashion. By mastering it, you will unlock your potential and develop a truly unique form of expression that hairdressers have been building and sharing across many generations.

**OUTCOMES:** You will further explore the craft of braiding and extend your skill portfolio. Learn how to combine different braids and use braids with styling and textures for a look that's truly next-level.

**HIGHLY RECOMMENDED FOR:** Passionate stylists who are already skilled in fundamental braiding and have a desire to develop to a more advanced level. It is crucial that stylists attend BRAID.ME first.

**LEVEL:** Advanced

**COURSE TYPE:** Hands-On

**COURSE DURATION:** 6 Hours

**HOST:** SESSION.MASTER Marianne Jensen

# TEXTURE.SHAPE. FINISH

When a model arrives on set - regardless of who that model is we apply experience, training, and knowledge to work with their hair's natural texture to meet the brief. Opening your mind to working with all hair textures will elevate your career and allow you to truly become an artist. The time is now to understand that we need to apply our entire skillset to everyone. The tips and tricks that the KEVIN.MURPHY team can help you utilize will make you the best version of a well-rounded hairdresser who is confident working with all hair types and textures.

TEXTURE.SHAPE.FINISH will give you the education you need to elevate your career regardless of geography. In this interactive class, you will explore product application and choice that the KEVIN.MURPHY creative teams use on campaigns and runway shows. Take a dive into the editorial world of product and see in real time how we achieve the iconic texture, shapes and results that are signature to KEVIN.MURPHY.

**OUTCOMES:** Learn creative new ways to use the portfolio of products on all of your clients. You will gain the skills required to become a true expert in product application and layering with insight into the editorial world that will take your styling to the next level.

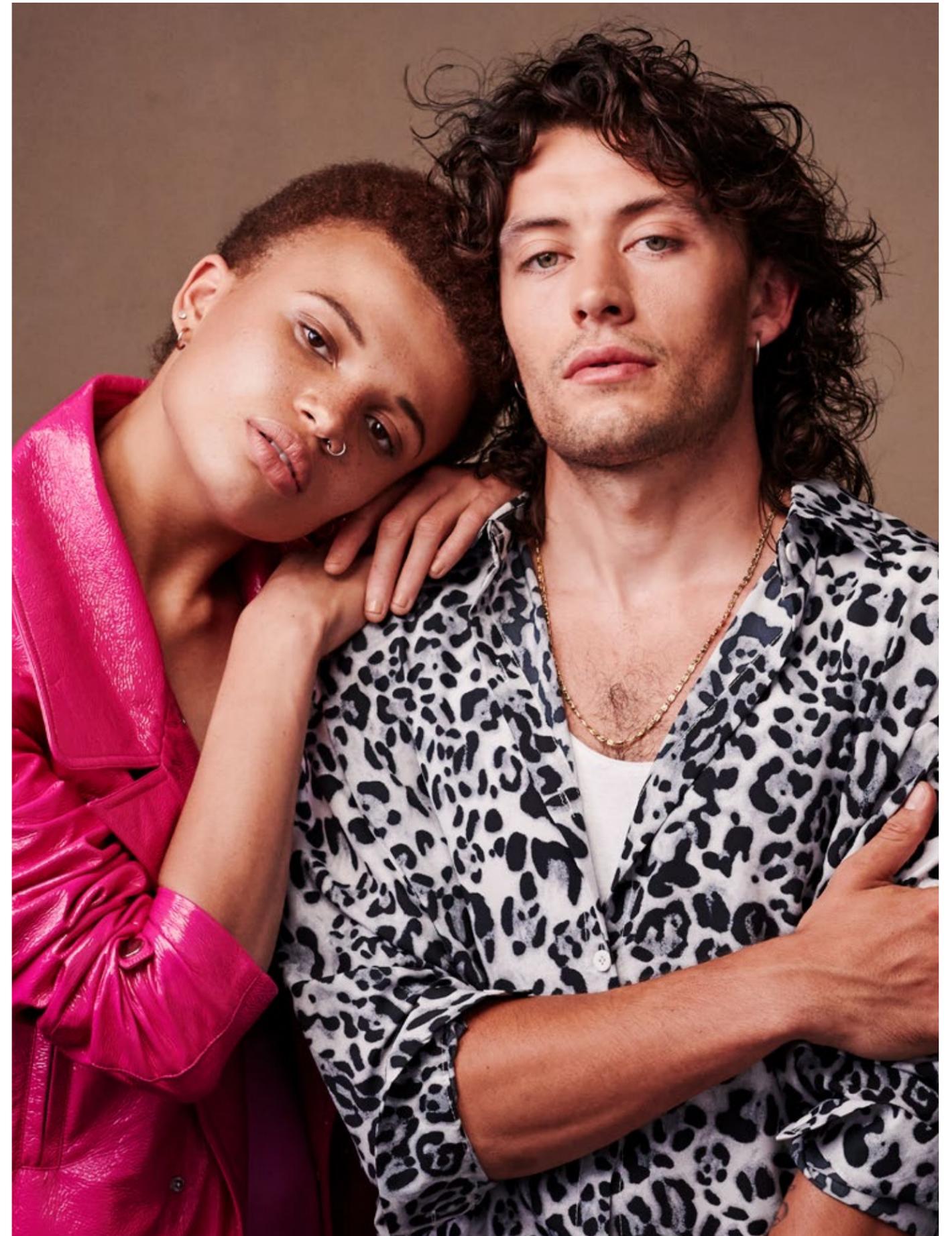
**HIGHLY RECOMMENDED FOR:** Stylists looking to increase their level of comfort in working with all hair types and textures and which KEVIN.MURPHY products they should use to achieve the best results in and out of the salon.

**LEVEL:** Intermediate

**COURSE TYPE:** Theory and Hands-On

**COURSE DURATION:** 4-6 Hours

**HOST:** PLATINUM/DIAMOND.KEY



# 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. This BEHIND.THE.SCENES experience is designed to build your skills and teach secrets and experiences that happen at large fashion events so you can be prepared to work behind the scenes yourself someday.

BEHIND.THE.SCENES is a two-day class focusing on must-have techniques used in most backstage environments. Learn how to be prepared, what tools are required, and the many different roles and responsibilities that are imperative to make a fashion show successful. In a salon, you work under pressure every day. You fulfil your clients' needs and communicate. Likewise, in a backstage environment, you work on a team to reach the deadline and to ultimately fulfil the designer's vision and brief. For backstage work, timing is everything!

**OUTCOMES:** You will 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.

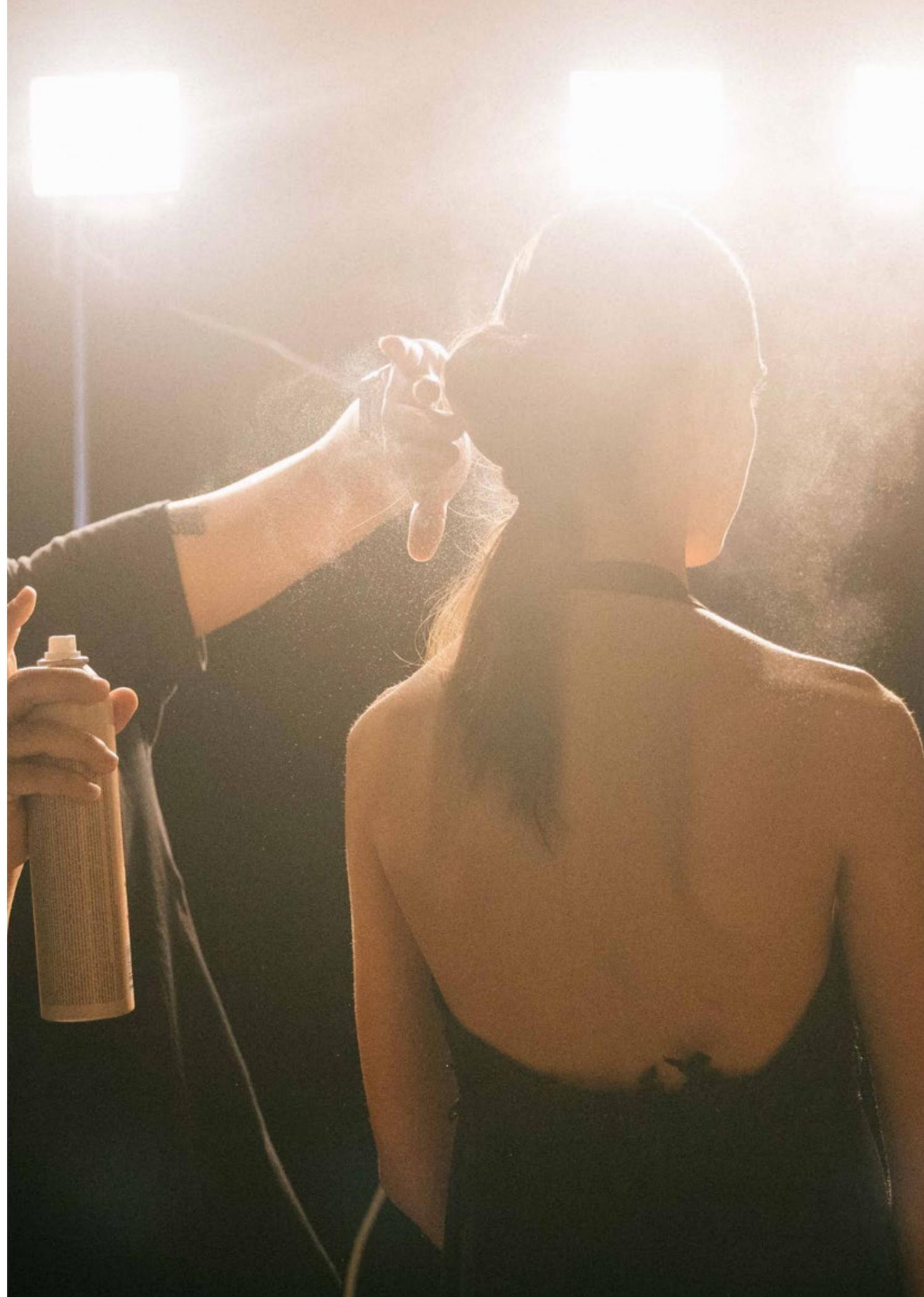
**HIGHLY RECOMMENDED FOR:** Stylists who want to learn backstage techniques and virtually experience being a KEVIN.MURPHY team member behind the scenes at a fashion-week event somewhere around the world.

**LEVEL:** Advanced

**COURSE TYPE:** Hands-On

**COURSE DURATION:** 2 Full Days

**HOST:** SESSION.MASTER Massimo Morello





# INSPIRE.ME

INSPIRATION COMES IN MANY FORMS.

The KEVIN.MURPHY 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 KEVIN.MURPHY inspiration and would like creative ideas to take back to their clients.

**OUTCOMES:** You will be freshly inspired by the KEVIN.MURPHY brand and have a clear understanding of how to adapt today's fashion styles to your clients in the salon. You will leave equipped with knowledge of how to use our range of products in new and fresh ways.

**HIGHLY RECOMMENDED FOR:** All stylists, whether new to the KEVIN.MURPHY brand or veteran supporters who are seeking the next level of inspiration in the world of hairdressing.

**LEVEL:** All Levels  
**COURSE TYPE:** Event  
**COURSE DURATION:** 1.5 - 2 Hours  
**HOST:** MASTERS

# FASHION.WEEK BY KEVIN.MURPHY

THE KEVIN.MURPHY TEAM DIRECT AND CREATE HAIR FOR NUMEROUS SHOWS EVERY SEASON FOR FASHION WEEKS AROUND THE GLOBE. PRÊT-À-PORTER TO HAUTE COUTURE.

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. You'll get to see how KEVIN.MURPHY products and tools help designers create their vision of hair that's suitable for their collection. We then will help you apply this to your clients in the salon to enhance your business. Sit back and let the runway show come to you!

**OUTCOMES:** You will leave feeling inspired and up to date with the latest catwalk trends in hair and fashion design. FASHION.WEEK by KEVIN.MURPHY gives insight into what the most prestigious and coolest designers are doing, and you'll learn how to apply it to your clients.

**HIGHLY RECOMMENDED FOR:** Stylists who are interested in the latest trends and desire to know how the KEVIN.MURPHY product range performs in its natural environment — fashion styling.

**LEVEL:** All Levels  
**COURSE TYPE:** Event  
**COURSE DURATION:** 1 Hour  
**HOST:** MASTERS or DIAMOND.KEY

# CLASS

## COLLECTION

	<b>Course Type</b> <small>Learning format</small>	<b>Course Duration</b> <small>Class Timing</small>	<b>Class Level</b> <small>Level of course</small>	<b>Host Level</b> <small>Who can teach this</small>
<b>LA, LALA COLOUR</b>	Hands-On	4 - 6 Hours	Advanced	PLATINUM.KEY
<b>LA, LALA CUT</b>	Hands-On	4-6 Hours	Advanced	PLATINUM.KEY
<b>LA, LALA STYLE</b>	Hands-On	4-6 Hours	Advanced	PLATINUM.KEY

**NOTE:** All of our Collection classes may be intermixed or personalised. You may attend a stand-alone LA, LALA CUT, COLOUR or STYLE or combine any to create a customised learning experience.

All classes has a maximum of 12 participants.

## COLOUR

	<b>Course Type</b> <small>Learning format</small>	<b>Course Duration</b> <small>Class Timing</small>	<b>Class Level</b> <small>Level of course</small>	<b>Host Level</b> <small>Who can teach this</small>
<b>FOIL</b>	Theory / Hands-On	Half or Full Day	Foundation	COLOR.KEY
<b>START</b>	Theory / Hands-On	Full Day	Foundation	COLOR.KEY
<b>REFINED</b>	Theory / Hands-On	Half Day	Intermediate	GOLDCOLOR.KEY
<b>pH.D</b>	Theory / Hands-On	Half Day	Intermediate	COLOR.KEY
<b>BLONDE.TECHNIQUES</b>	Theory / Hands-On	Half or Full day	Advanced	GOLDCOLOR.KEY
<b>LAB</b>	Hands-On	Full Day	Advanced	PLATINUM/DIAMOND.KEY
<b>ART LAB</b>	Hands-On	Full Day	Advanced	COLOR.MASTER

## CUT

	<b>Course Type</b> <small>Learning format</small>	<b>Course Duration</b> <small>Class Timing</small>	<b>Class Level</b> <small>Level of course</small>	<b>Host Level</b> <small>Who can teach this</small>
<b>CUT.ME</b>	Demo or Hands-On	4-6 Hours	Intermediate	GOLDCUTTING.KEY

## STYLE

	<b>Course Type</b> <small>Learning format</small>	<b>Course Duration</b> <small>Class Timing</small>	<b>Class Level</b> <small>Level of course</small>	<b>Host Level</b> <small>Who can teach this</small>
<b>LEARN.ME BRAND</b>	Look & Learn / Hands-On	24 Hours; Each level	Foundation	KEY
<b>LEARN.ME PRODUCT</b>	Look & Learn / Hands-On	24 Hours; Each level	Foundation	KEY
<b>LEARN.ME LOOKS</b>	Look & Learn / Hands-On	24 Hours; Each level	Foundation	KEY
<b>BLOW.DRY</b>	Look & Learn / Hands-On	4-6 Hours	Foundation	KEY
<b>BRAID.ME</b>	Hands-On	4-6 Hours	Foundation	GOLDKEY
<b>I.DO</b>	Hands-On	4-6 Hours	Intermediate	GOLDKEY
<b>BRAID.ME ADVANCED</b>	Hands-On	6 Hours	Advanced	SESSION.MASTER Marianne Jensen
<b>TEXTURE.SHAPE. FINISH</b>	Theory / Hands-On	4-6 Hours	Intermediate	PLATINUM / DIAMOND. KEY
<b>BEHIND.THE.SCENES</b>	Advanced	2 Full Days	Intermediate	SESSION.MASTER Massimo Morello

## SHOWCASE

	<b>Course Type</b> <small>Learning format</small>	<b>Course Duration</b> <small>Class Timing</small>	<b>Class Level</b> <small>Level of course</small>	<b>Host Level</b> <small>Who can teach this</small>
<b>FASHION.WEEK by KEVIN.MURPHY</b>	Event	1 Hour	All levels can attend	MASTERS or DIAMOND.KEY
<b>INSPIRE.ME</b>	Event	1.5 - 2 Hours	All levels can attend	MASTERS

# MAP



# WELCOME TO COLOR.ME HIGHER

COLOR.ME HIGHER is a colourist expert programme that builds deep understanding and intellect behind the world of COLOR.ME by KEVIN.MURPHY and how its 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 how to grow your colour business. The programme is delivered over three 2-day courses: SCIENCE.ART, FORMULATION.ELEVATION and ART.IN.STYLE.

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

For more information, please contact your distributor.

# SESSION.SALON

KEVIN.MURPHY

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. They impact the way we look and the way we communicate. Stylists will 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 is the key that unlocks the world of KEVIN.MURPHY — aspirational to stylists, sophisticated, experimental, inspirational, progressive and diverse.

For information on how your salon can join the exciting world of the SESSION.SALON, please contact your distributor.





# KEVIN.MURPHY PODCASTS

Subscribe to our Conversations with Kevin Podcast Channel on Apple Podcasts or Google Play to tap into incredible conversations and content about the brand we are all in love with. We upload new episodes monthly that shares industry insights, expert advice, inspiration and product information. Happy listening everyone!

GOOGLE PLAY:



APPLE:





**KEVIN.MURPHY**

# EDUCATION INSIDER

This is a newsletter that you want to receive! Signup to become a part of the exclusive team of KEVIN.MURPHY Education insiders. Becoming an education insider will give you the curated updates about the brand including new podcast releases, new collection techniques, inspirational content from the global team and much, much more.



**KEVIN.MURPHY**

# KM.TV

KM.TV, is our digital education platform hosted on the KEVIN.MURPHY Facebook page. KEVIN.MURPHY's DESIGN.DIRECTORS, MASTERS, and Kevin himself are working together to bring fun, interactive education classes to the hair community to help us all feel inspired and connected.

Please use the QR code on this page to gain direct access to our Facebook Events page for more episodes coming your way!



KEVIN.MURPHY+COLOR.ME  
EDUCATION

KEVINMURPHY.COM.AU



@KEVINMURPHYINTL



@KEVIN.MURPHY



@KEVIN MURPHY



@KEVIN.MURPHY