

ALFAPARF
MILANO

Education

2021





The Value

To design our house, we have used only the **finest raw materials**, like those of our **products**, **created** with **precise craftsmanship**.

Now that we have made you feel at home, you can be part of the family. We are talking about **formation**, but most importantly, about **passion** and **inspiration**.

We will teach you the house **rules**, so that you can acquire **methods** and practice, to then use these and interpret them with your own **creativity**.

This place is for you: the person who makes creativity your mission, who ventures along the most daring paths and always comes out on top, who rewrites the rules with brush and expertise.



Make yourself comfortable
hairstyling dreamer

The House Rules

These are necessary in order to build a solid foundation, with the support of a technique gained through years of experience.



ACADEMIES

Unique programmes devoted to achieving excellence through specific certifications.

DISCOVERY PATH

Half-day sessions devoted to learning about the new products being launched and the right skills and techniques to use them.

COLOUR AND CARE SEMINARS

Explore all the seminars about the house rules of Alfaparf Milano.



COLOUR, SHAPE, CUTTING, STYLING SEMINARS

Explore all the creative freedom seminars of Alfaparf Milano.

Creative Freedom

Once you've learned the rules, look for new directions, lose yourself in inspiration, then always find your way home.

Academy



Color Academy

TARGET

Owners / technical directors / expert collaborators / collaborators with no experience

DURATION

7 days – 3 weekends

OBJECTIVE

Learn all the basic and subsequent steps to maximise your skills and become a true colour expert in every respect. A method that ranges from welcoming clients through to basic applications on roots, lengths and ends of any type of existing hair colour. The focus is on hair, colour science, highlights placement, how to read a colour correctly and the diagnosis. Lastly, "THE TECHNICIAN'S TIP": all the essential tips relating to the world of colour.

MATERIALS

Method book, diploma, technical bag.

The House Rules

Discovery Path

Discover our half-day formats:

THE OFFICINA SECRETS

A further examination of colour with a focus on formulas



COLOR DISCOVERY

A focus on *Evolution of the Color Fast* and *Color Wear*

SEMI DI LINO DISCOVERY

A focus on Semi di Lino and in particular on the Shape range





Color Seminars

Color Theory

Foundation level

TARGET Collaborators/New clients

DURATION 2 days

OBJECTIVE A journey to discover color and its perception relating to the world of hair. In addition, the application of the perfect color according to Alfaparf Milano.

Author Sketch

Intermediate level

TARGET Owners/Collaborators with experience

DURATION 2 days

OBJECTIVE An in-depth study of the essential steps for obtaining the perfect color result: targeted advice and personalized result.

Light and Shadow with foils

Foundation level

TARGET Collaborators/New clients

DURATION 2 days

OBJECTIVE Creating the perfect ALFAPARF MILANO highlights with foils. 3 fundamental techniques + practical application tips.

Beautiful Blondes

Intermediate level

TARGET Owners/Experienced collaborators

DURATION 1 day

OBJECTIVE How to get perfect blondes.

Bleaching Secrets

Advanced level

TARGET Owners/Collaborators with experience

OBJECTIVE Getting to know all the bleaching services to achieve perfect results with one of the most difficult services, but very much requested in a hair salon.

Master Colorist

Advanced level

TARGET Experienced collaborators – salon owners who are already colour clients of Alfaparf Milano

DURATION 6 days

- > DAY 1: hair and colour chemistry (theory)
- > DAY 2: grey hair coverage (theory and practice)
- > DAY 3: working with cosmetic reds (theory and practice)
- > DAY 4: blondes (theory and practice)
- > DAY 5: colour correction (theory)
- > DAY 6: written and practical test

OBJECTIVE The advanced *color problem solving* certification by Alfaparf Milano. An in-depth programme to allow those who already use Alfaparf Milano colours to become actual Master Colorists.

Care Seminars

Care Ritual

A programme to better understand Alfaparf Milano world of treatments. Two modules that can be managed separately, but that, planned in sequence, provide exhaustive training.

FIRST MODULE - CARE SECRETS

Advanced level

TARGET Owners/Experienced collaborators

DURATION 1 day

OBJECTIVE Learn how to effectively read the labels of detergents (INCI) and the trichology basics for a correct diagnosis.

SECOND MODULE - RETAIL EXPERIENCE

Advanced level

TARGET Owners/Experienced collaborators

DURATION 1 day

OBIETTIVO Learn how to deal with and manage the cases that ever increasingly come up in the salon. Become a care specialist. Qualify the backbar, the product offer and care services in terms of the salon's business.



The House Rules

Color Seminars

Blondes&Blends

Advanced level

TARGET Owners/Experienced collaborators

DURATION 2 days

OBJECTIVE 4 innovative lightening and toning techniques to meet the needs of both blondes and brunettes:

- > Nordic sea (aurora borealis)
- > Violet Mediterranean (blue/purple)
- > Oceanic (white/icy)
- > Caribbean (warm blondes)

Rebel

Intermediate level

TARGET Owners/Collaborators with experience

DURATION 1 day

OBJECTIVE acquire the necessary skills to specialize in creating out-of-the-box results with crazy colors, pastels and neon.

Shadow & Light

Intermediate level

TARGET Owners/Collaborators with experience

DURATION 1 day

OBJECTIVE new ALFAPARF MILANO advanced lightening techniques which can be easily replicated in the salon, to enhance your hair stylist skills.

Shadow & Light Hidden Color

Intermediate level

TARGET Owners/Collaborators with experience

DURATION 1 day

OBJECTIVE new coloring techniques centered around the concept of hidden color.



Creative Freedom

Cut & Styling Seminars



Men

Intermediate level

TARGET Owners/Collaborators with experience

DURATION 1 day

OBJECTIVE From cutting techniques to color/camouflage techniques: all the tools needed to meet the requests of men who visit unisex hair salons.

Cut&Color Collection

Intermediate level

TARGET Foundation/Intermediate/Advanced level for Visual. Advanced level for Workshop.

DURATION 1 day and a half (Visual on Sunday afternoon and Workshop on Monday).

OBJECTIVE new proposals for cut and color techniques, for new captivating looks.

Creative Freedom

Raccolti Sposa - Every You

Intermediate level/advanced

TARGET Owners/Collaborators with experience

DURATION 1 day

OBJECTIVE New proposals for jewelry-hairstyles for a special day. Desirable looks that give sophistication and elegance to every woman.



The Stylists

Italy

ALESSANDRO FRATINI After ten years of training with the "Mahogany" salons in London and Oxford as Creative Stylist, Teacher in the academies and Salon Manager, Alessandro has returned to Italy to continue the long family tradition in hairdressing. His main characteristics are accuracy and skill in cutting, together with advanced coloring techniques.

Main skills: cutting and coloring
@ af.alessandrofratini

ERNESTO GIAMPINO Eclectic, visionary and always ahead of the current trends, he embodies the creativity of a hairdresser and make-up artist. He created the 2020 bridal collection for Alfaparf Milano.

Main skills: cutting, coloring and hair updos
@ ernesto.giampino

GIANNI RANDO After having specialized and perfected his qualities around the world, in 2017 Gianni joined the ALFAPARF Milano Italia stylist team, creating real works of art where colors take the leading role... it is hardly a coincidence that his call name is #ColoRANDO.

Main Skills: cutting and coloring
@ gianni.rando

LORENZO MARCHELLE Finalist at the Alternative hair show in London in 2019 and winner of the Best Hairdressers' contest in Italy in the same year; official hairstylist for 2020 F/W fashion week in London and New York. Lorenzo collaborates with Alfaparf Milano Italia for the development of seminars and personal and successful collections.

Main skills: cutting and coloring
@ lorenzomarchelle

LUIGI MARTINI For years he has been the creator and designer of very successful hair fashion collections. His flair has led him to being three times a finalist for the International Visionary Award in London and several times a finalist as Best Art Director, Best Collection, Best Color and Best Cut at the Italian Hairdresser Awards.

Main skills: cutting and coloring
@ luigimartini_real

MOD Oni Quadrino and Emanuele Vona were two freelancers who met and then became friends. Motivated by the desire to do stylistic research and to experiment, in 2000 they created MOD, a group with a name that already expresses all the passion for modernism. Their style is connoted by a strong English inspiration, in perfect Swinging London style, but which does not forget the bond with the Italian tradition, thus giving rise to bold looks which, at the same time, are capable of exalting the softness of shapes.

Main skills: cutting and coloring
@ modsalonroma

FRANCESCO ARANCIO Winner of "Top Italian hair stylist" and "You hair beauty Alfaparf awards" in 2017, Artistic Director of two hair salons and of one academy in Palermo, for some years now, Francesco has been a hairstylist and technician for Alfaparf Milano in the Eurasia area, and spokesman of Alfaparf around the world with his personal collections.

Main skills: cutting and coloring
@ aranciofrancesco

Spain

RAMIRO MATA A great stylist and exceptional teacher, his story with Alfaparf Milano dates back a long time, just like his bond with the world of Spanish fashion and academies. He has been a protagonist in many international shows around the world.

Main Skills: cutting, coloring and hair updos
@ Ramiromata_esp

Ireland

PAUL STAFFORD A member of the Hall of Fame of British hairdressers, Paul Stafford is famous for his incredible cutting skills and attention to detail. With his British accent and a punk rock style, he redesigns through a funky touch collections that are timeless, colorful and geometric.

Main skills: cutting and coloring
@ wearestaffordhair

United States

CASSIE SISKOVIC Ten years of experience as an educator and artist looking for new techniques that can create added value in salons. Cassie is what is called an ONLIFE artist, as she moves skillfully on every type of platform, both on and offline.

Main skills: coloring with a focus on balayage and blanding
@ cassiskovic

Brazil

ELIABE MOREIRA His is «fusion hairstyling» that combines years of English schooling with the excellence of Italian fashion and with a typically Latin American taste. He has worked with Alfaparf for over 20 years and during his career has accumulated many shows and participations in international events in over 50 countries all over the world.

Main skills: cutting, coloring and hair updos
@ eliabemoreira

Mexico

CUCO E GUILLE Winner of numerous awards in Paris and in Mexico, Cuco & Guille are co-founders and directors of 14 hair salons in Mexico. They trained with important names such as Vidal Sassoon, Tony&Guy, Longueras, Trevor Sorbie, Alexander de Paris and many others, which makes this pair an extraordinarily complete stylistic duo.

Main skills: cutting, coloring and hair updos

CELINA ROMO 18 years of experience linked to iconic names in the history of hairdressing, such as Longueras, Alexander de Paris, JossClaude & Bellver, Tony&Guy and Saco. In 2016 she joined the APM Mexico stylist team, conducting visuals in Central America.

Main skills: hair updos
@ celinaromo_imagestudio

WALTER GONZALEZ Walter trained with legendary names like Tony & Guy, Saco, Farrux Shamaototov and Rizos. With 19 years of experience, he joined the APM Mexico style team in 2016 conducting visuals in Central America.

Main skills: cutting and hair updos
@ walterzohan



Alessandro Fratini



Ernesto Giampino



Gianni Rando



Lorenzo Marchelle



Luigi Martini



Mod



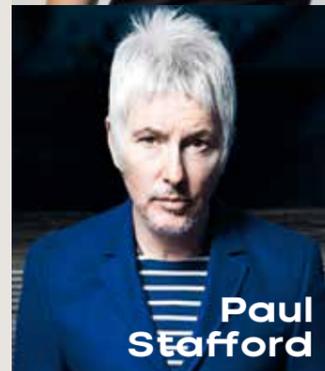
Francesco Arancio



Ramiro Mata



Cuco e Guille



Paul Stafford



Celina Romo



Cassie Siskovic



Eliabe Moreira



Walter Gonzalez

The International Academies



Milano

Milan is a synonym of fashion, art and design trends. This one-of-a-kind and inspirational city is home to the new Alfaparf academy.

Inspirational Week

It is a real inspirational journey that starts from the Alfaparf Milano collection to continue in the city where the trends start. Qualified teachers will take you by the hand for a unique experience that will enrich your skills and project your creative vision into the future. There will of course be time for relaxation and fun, with occasions for shopping and visiting the in places. **Welcome to Milan!**

AGENDA > 5 DAYS*

Sunday afternoon: visual of APM collection

Monday: workshop of APM collection

Tuesday: inspirational day

Wednesday morning: inspirational day

Wednesday afternoon: free time to go shopping.

Alfaparf Milano dinner

Thursday morning: tour of the headquarters of Alfaparf Milano

Thursday afternoon: departure

AGENDA > 4 DAYS*

Sunday afternoon: visual of APM collection

Monday: workshop of APM collection

Tuesday: inspirational day. Alfaparf Milano dinner

Wednesday morning: free time to go shopping

Wednesday afternoon: departure



Creative Course*

Visual & Workshop

TARGET Expert hairdressers / maximum 15 attendees

DURATION 3 days

OBJECTIVE A highly creative and inspirational seminar. You will be assisted by an Italian stylist who will take you under his wing to guide you towards new creative visions of cutting and color.

Creative Course / webinar*

Visual

TARGET Expert hairdressers

DURATION 2 hours

OBJECTIVE An online creative session dedicated to new cutting and coloring looks.



**The program is indicative and could be subject to changes. Schedulable from 26 September 2021.*

**They can be planned as of May 2021*



Roma

The academy is located in one of the most beautiful places of Rome, piazza di Spagna. In this splendid location, the MOD team offers their unique style, capable of contaminating Italian tradition with markedly British influences.

Foundation

Visual & Workshop

TARGET All levels / minimum 8, maximum 12 attendees

DURATION 3 days

OBJECTIVE These techniques are the foundations of every good hair stylist. You will understand the basics of cutting and coloring. Lines, graduation, layering and the theory of color become the lynchpin of your daily creative business.

Salon Creative

Visual & Workshop

TARGET Expert hairdressers and hairdressers trained with basic techniques and styles / minimum 8, maximum 12 attendees

DURATION 3 days

OBJECTIVE A course to expand your stylist vocabulary. Styles and inspirations for an in-depth knowledge of the creative language.

Advanced Collection

Visual & Workshop

TARGET Expert hairdressers trained on advanced techniques and styles / minimum 8, maximum 12 attendees

DURATION 3 days

OBJECTIVE Based on the last MOD's collection, this three-day course is designed to tap the full potential of your creativity. The course will consist of detailed demos and guided hands-on sessions aimed to present the latest news in terms of coloring and cutting techniques.



San Sebastián

"Education before everything" is Ramiro Mata's motto. In his huge academy located in the wonderful setting of San Sebastián in Spain, together with his team, he presents the latest fashion trends.

Master collection

Visual & Workshop

TARGET Expert hairdressers / minimum 10, maximum 18 attendees

DURATION 3 days

OBJECTIVE Master Collection was designed as an emotional journey through the collections that the Ramiro Mata Artistic Team develops every year. The secrets of the collections will be unveiled: man's and woman's cutting and coloring techniques and bridal updos.

Collection course - Creative master

Visual & Workshop

TARGET Expert hairdressers and hairdressers trained with basic techniques and styles / minimum 10, maximum 19 attendees

DURATION 3 days

OBJECTIVE Motivation, creativity and inspiration. The course is designed to share the latest fashion trends and techniques of the Ramiro Mata Artistic Team. An innovative and creative vision which brings new and original cutting and coloring techniques.

Bride collection course

Visual & Workshop

TARGET Expert hairdressers and hairdressers trained with basic techniques and styles / minimum 10, maximum 20 attendees

DURATION 2 days

OBIETTIVO This seminar was designed to share the latest bridal hairdressing trends and techniques of the collection that Ramiro Mata's artistic team develops every year.



Rio de Janeiro

The B&W academy stands in the most famous city of Brazil, Rio de Janeiro, where the unique and brilliant skill of Eliabe Moreira and his artistic team offers all the training necessary to develop creative thinking, supported by a fundamental technical-stylistic background.

Modern salon group course

Visual & Workshop

TARGET Expert hairdressers / minimum 8, maximum 20 attendees

DURATION 3 days

OBJECTIVE This course will focus on a cutting and coloring technique and attendees in groups will be able to experiment the multifaceted aspects of this creative look.

Advanced course

Visual & Workshop

TARGET Hairdressers with at least a 4-year experience / minimum 8, maximum 20 attendees

DURATION 3 days

OBJECTIVE This course will provide new creative insight by exploring the coloring and cutting techniques of the B&W Academy team's collection.

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